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American Newspaper Annual and Directory

1929 EDITION

Ready for Delivery February 15th

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N. W. AYER & SON

Advertising Headquarters, PHILADELPHIA



Can you name

any 2,500,000 A. B. C.
Publication that receives
letters from over 20% of
its subscribers every year?

500,000 letters from its subscribers every twelve months! *Personal* letters, requesting information, asking advice. That IS reader responsiveness! That is the record of the Standard Farm Papers.

These letters seek help. They have nothing to do with advertising, but they demonstrate the *attraction* of the Standard Farm Papers as an advertising medium. They prove the papers are *read*; they prove they are *wanted*; they prove the *influence* of the publication on the reader. Can any advertiser want more? Can any advertiser name a mass publication equal in reader vitality?

Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!

Missouri Ruralist
The American Agriculturist
The Wisconsin Agriculturist
The Breeder's Gazette
Pennsylvania Farmer

The Prairie Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer
Kansas Farmer
The Farmer, St. Paul
Hoard's Dairyman
Michigan Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
280 Park Avenue

San Francisco, 1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVI

NEW YORK, JANUARY 10, 1929

No. 2

Getting Plus Value from Your Newspaper Advertising

Some Plans Used to Increase the Dividends from the Advertising Investment Devoted to Kellogg Radios

By Mac Harlan

Manager, Advertising & Sales Promotion, Kellogg Switchboard & Supply Co.

THE Kellogg Switchboard & Supply Company, manufacturer of Kellogg radio receivers, is an old established corporation. It has been in business for one-third of a century manufacturing complete telephone equipment for independent telephone companies and electrical equipment of various kinds. However, until the entry of this established company into the manufacture of radio equipment it had no problems of advertising or merchandising in a highly competitive field. The company, although old in manufacturing experience, was very new and inexperienced in the problems of marketing and advertising a product through dealer to the consumer. The new problems faced by the company, because of this different style of marketing, called for an almost complete re-organization of the advertising department and part of the sales department.

Two years ago the distribution of this radio developed to the point where it was feasible to adopt a plan of newspaper advertising concentrated in the terri-

tories where there were good jobbers and dealers, and this plan is still in use. For the most part, jobbers are selected who are located in metropolitan centers surrounded by large trading areas. As soon as a suitable jobber is

chosen for an allotted territory, the company promptly volunteers to back that jobber with a specified amount of "background" advertising. This advertising is paid for by the Kellogg company and invariably carries the name of the distributor. Lists are made up to include the leading newspaper or newspapers having the greatest coverage and the most prestige, not only in the city where the dis-

tributor is located, but in the surrounding territory covered by him. The size of the space, the frequency of the schedule, and the number of papers used depends largely on the type of distributor, the population of the territory, the kind of newspapers in the territory and the potential volume of business.

All this so-called "background" advertising is placed with the pub-

AFTER a company has had its newspaper advertising copy written and placed, its advertising department occasionally ceases to function. Actually, that is the point where the advertising department should just begin to function. Otherwise, the full benefits of the newspaper advertising appropriation are not likely to be secured. This article tells how the Kellogg Radio newspaper advertising is made to deliver plus value by taking up where some advertisers leave off.

lishers by the Kellogg company through its advertising agency. Thus the entire schedule is controlled by us. However, the distributor is consulted when making up the preliminary plans to the extent of being asked for recommendations as to what newspapers should be used and for suggestions as to the amount of space necessary to secure the best results. Up to this point, the procedure is quite orthodox and probably no different from the methods employed by most radio manufacturers.

After the newspaper "background" copy is written and placed, many radio advertising departments cease functioning. However, that is just where we begin our real efforts.

In the early part of each month, advertising copy is prepared and plates are made for the space that is to be used the following month. At this point the advertising manager has his first opportunity to start building a "plus" into his advertising budget. The schedule and the copy must be presented and sold to the manufacturer's sales force, as well as to the distributor and his salesmen, in a way that will make them appreciate the advertising and use it in their sales work. The firm goes about this job of selling its advertising to its distributing forces in a carefully planned way. As soon as the copy is ready, proofs are run off showing the following month's schedule in each distributor's territory. These proofs are bound together in a neat, but inexpensive, paper back portfolio. On the inside of the flyleaf of each portfolio is the schedule showing the dates and sizes of each advertisement appearing in the territory for the month covered by the copy. Each advertisement is numbered, and the number of the advertisement appears in the schedule in addition to the names of the papers and the dates of issue. Enough of these portfolios are made up so that one can be supplied to each distributor's salesmen, as well as to each of our own salesmen.

At the time these proof portfolios are sent out, a letter or a

bulletin accompanies each portfolio. In this bulletin we explain the reasons for the kind of copy used and the selling points that the salesman can work into his talks that will enable him to tie-up his conversation with our advertising. This temporary portfolio of advertising proofs is made up in a style that will permit a salesman to carry it in the pocket of his regular leather-bound sales portfolio. With these proofs, a salesman can show a dealer exactly what advertising will appear in his territory, the dates it will appear and the newspapers that will carry it. This is specific information that the dealer wants. It builds up his morale because he knows it is sales ammunition that will increase his volume of business.

We have been asked why we go to the expense and trouble of making up portfolios only one month in advance. There are two reasons. In the first place, we do not wish to prepare copy more than six weeks ahead because of possible changes. However, even if it were feasible to prepare copy two or three months in advance, we would prefer to send out the schedule only a month at a time. By sending it out each month, we are able to keep our distributors and their salesmen warmed up to the value of our advertising. We have an excuse to enthuse about it every thirty days. We find that this renews each salesman's interest in the advertising we do to back his efforts. Besides, he gets a new portfolio each month that is clean and fresh, so that he need not be ashamed to show it.

We have described the first phase of our advertising plan which is the so-called "background" advertising in metropolitan newspapers.

The second phase of our plan is worked out to secure dealers' co-operation on a newspaper advertising plan for their own localities. This is particularly important if we are to get the best results from our "background" advertising in the larger metropolitan papers covering each territory. And we feel that the manufacturer who overlooks the incorporation of the

C Half a million CARBON COPIES



"Now iz tthe tinme fpr all goob men to cume to thz ayd ov their pazty?*

Jimmie McDougall has a new Bellington portable—and he now regards the *touch system* as a mixed blessing. It worked like a charm when it came to *getting* the typewriter . . . but it's not so good yet when it comes to *battering* out words.

Selling Dad wasn't hard. Jimmie's been doing well in his English classes, and beginning to point for a literary career. Dad is glad to have his son show a bent toward any kind of a career. Anything he can do to help he does with alacrity. Just witness the speed with which the new typewriter arrived.

Why did Jimmie

choose a Bellington portable? Why does anybody choose *anything*? Don't think for a minute that boys don't know merchandise. They're familiar with advertised names. Consider what it means to have them backing your product, buying your goods, pulling for you in the family buying councils.

We offer you half a million carbon copies of Jimmie McDougall. 500,000 boys read *THE AMERICAN BOY* every month. 85% are of high-school age and older. Man sized! Advertise to them in their favorite magazine. April forms close February 10th.

The **American Boy**
Detroit Michigan

dealers' interest in his plan is passing up a sales factor which is very important.

Every one of our dealers signs a franchise agreement which protects him and at the same time gives him certain privileges. One of the most valuable privileges offered a Kellogg franchised dealer is the advertising allowance to which he is entitled. This advertising allowance is set forth in the franchise agreement which the dealer signs. Most dealers will not do a consistent job of local advertising unless they are offered a definite plan and told how to operate that plan. The plan allows a dealer a credit amounting to a percentage of his purchases for local advertising. This allowance is sufficient for all the local advertising needed by most dealers. It may be used only for two purposes. It must be applied either to local advertising in recognized newspapers, or to standard forms of outdoor advertising.

With these two restrictions, the dealer places his local advertising as he sees fit and pays the bills. Then he sends receipts for his bills to the distributor from whom he buys our merchandise. In addition, he sends clippings of the newspaper advertising covered by the bill, or snapshots of the boards if his bill is for outdoor advertising. The distributor checks the bill and notes the dealer's account to see whether or not he is entitled to an allowance sufficient to cover the bill. If he finds everything O. K., he sends a credit memorandum to the dealer and passes the bill to us, charging us with one-half the amount. Each distributor stands one-half of the dealer's allowance and we stand the other half.

This method of local advertising enables the good dealer to advertise our radio consistently without standing any part of the expense himself. It also enables us to keep after the dealer and urge him to advertise our product at the same time our "background" copy is appearing in the metropolitan dailies covering his territory.

Each month our house organ, "The Kelloggram," features proofs

of advertisements especially prepared for the local dealer's use. Mats of these are supplied free of charge.

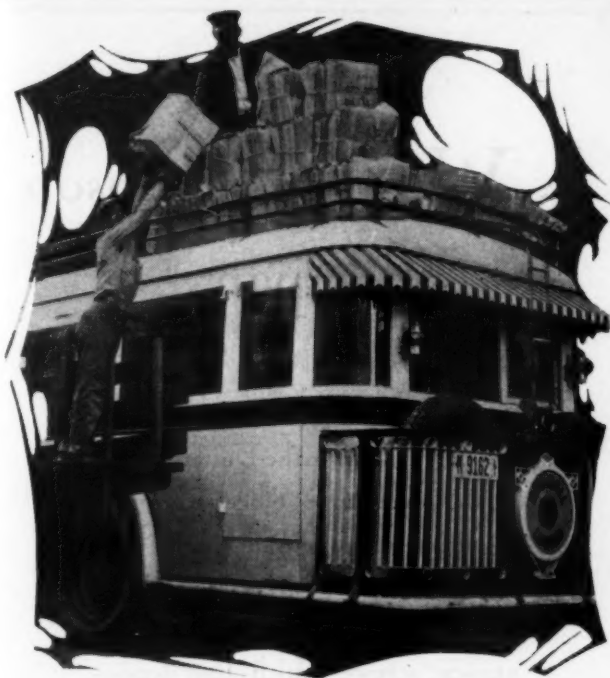
Every Kellogg distributor's salesman is furnished with a special portfolio of proofs which he can show the dealer and from which mats can be ordered for the dealer's local advertising. These proofs are made up in the same form as the proofs carried by the salesmen showing our "background" advertising. Each salesman is requested to show the "background" advertising, then the tie-up proofs from which the dealer can make a selection for his own local advertising. Between the salesman and our monthly house organ, we are able to keep the dealer interested in this plan to the point where he, in most cases, consistently takes advantage of the full amount of his allowance. This plan enables us to cover each territory with advertising that could be had in no other way for a similar amount of money.

Also, distributors say that our liberal advertising allowance enables them to secure the interest of high-grade dealers who might otherwise give but slight consideration to the line. For it is always the better dealers to whom such an advertising allowance will appeal. Usually, the poor dealers are indifferent to our advertising plan.

Getting Publishers to Co-operate

Another very valuable "plus" is given to the newspaper advertising dollar by going after the co-operation of local newspaper publishers. We have a list of all newspaper publishers in every territory where we have distribution. Each month the newspaper publishers in towns and cities where we have dealers receive a letter reminding them of the fact that all of our merchants have a liberal advertising allowance. Publishers are urged to see dealers and work out with them a plan for full use of the allowance. The publisher is reminded that he will find in each dealer's office a set of proofs of our dealer tie-up advertising.

(Continued on page 158)



48 Buses Enter Des Moines Every 24 Hours

Buses bring shoppers into Des Moines by the thousands. Many of these buses also carry back bundles of the evening home edition of *The Des Moines Register and Tribune*.

Door step delivery service by carrier is given in 859 Iowa cities and towns.

***The Des Moines Register
and Tribune***
Over 225,000 Daily

Covers 3 Markets—City—Small Town—Farm

J. Walter Thompson Company

THROUGH five strategically located offices in the United States, and through nine offices in other countries which cover Europe and North and South Africa with equal thoroughness, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 556,809,000

NEW YORK

Graybar Building
420 Lexington Avenue

CHICAGO

Wrigley Building
410 North Michigan Avenue

BOSTON

80 Boylston Street

CINCINNATI

Chamber of Commerce Building

SAN FRANCISCO

Russ Building

LONDON

Bush House
Aldwych, W. C. 2

PARIS

12 Boulevard de la Madeleine

MADRID

Pi Y Margall 9

STOCKHOLM

Kungsgatan 39

COPENHAGEN

Axelborg

BERLIN

Schenker Haus
Unter den Linden 39

ANTWERP

107, Place de Meir

**ALEXANDRIA,
EGYPT**

12, Rue Cherif Pacha

**PORT ELIZABETH,
SOUTH AFRICA**

72 Main Street

Flop! No Supervision—No Results

That, in Brief, Summarizes the Case of the Opposition to Desk Sales Management

By E. V. Walsh

Sales Manager, The Timken-Detroit Company

MANY years ago, I had the privilege of being closely associated with an executive who had already established himself as one of the country's foremost sales directors, and in one of his moments of reflection he remarked: "What we're doing today we'll be doing twenty years from now—if we're still here—only we'll be doing it with a new crop. A lot of things will change, but the basic fundamental of sales management will always remain the same."

I respected his judgment, but I could not help feeling that he under-estimated the growth of man. Today I am sure he was right, not because he under-estimated anybody's intelligence, but because sales management *will* naturally always be the same problem.

It has been interesting to read the many articles in these columns covering the subject of sales managers spending a large portion of their time in the field—and it has been helpful, because it continually warns the manager who hopes for "better times," when he can spend more time at his desk, that that day is only as near as the time when he will be satisfied with mediocre results.

The domestic oil burner industry is comparatively new, but it is already old enough to prove the saneness of my former employer's statement of almost fifteen years ago,—“What we're doing today we'll be doing twenty years from now.”

In the organization of which I am a part, all marketing is done through factory branch outlets, selling direct to the consumer. Our product is a specialty, demanding specialty selling methods. Its appeal lies in what it accomplishes. Its need must be created. True, every owner of a house worth a certain sum is a prospect, but many potential prospects know (?)

that they are just as well off shoveling coal as they'll ever be with an automatic oil burner.

Countless others know all there is to learn about oil burners, not because they've ever used one, but just because they know ever so many things about everything.

Our problem, of course, is to break down that natural resistance and still create the demand where indifference, sometimes antagonism, frequently worse than that, existed before.

Of course, there are many ways to supervise the retail salesman and help him accomplish the task, and while the preparation can be made, the campaign planned, the sales manual written, the weekly educational meetings arranged, at the desk—the desk is only a beautiful office fixture when it comes to knowing that the intent of the plan is being carried out.

It has happened so many times that an extensive campaign has been planned, days and nights devoted to its every detail, successful tests made in some one particular city, the plan presented to the entire organization for national adoption, hats flung in the air in wild acclaim, the pat on the back for delivering the savior of the business, and—flop! No supervision—no results.

The Weak Link

Some sales managers lose patience—it's most natural that they should. Some feel that the world is made up of men with no initiative—that's partly right. But, the weak link—that lack of constant field supervision—creates two separate and distinct thoughts in the mind of the man out in the field.

First, he concludes that the lack of field supervision by the man at the desk back at the factory means complete confidence in his

Thorough Trading Area Coverage Through One Newspaper!

Journal Gains 451,273 Lines!

THE Milwaukee Journal printed 451,273 more lines of paid advertising in 1928 than in 1927. In contrast, the second Milwaukee paper showed a loss of 419,814 lines and the third paper a loss of 520,968 lines!

The Journal total volume of 18,538,116 lines of paid advertising exceeded that of the other two Milwaukee newspapers combined by 3,228,948 lines!

Successful advertisers in all lines build sales in this market at lowest cost through The Milwaukee Journal alone!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

ability, to the extent of letting him operate solely as a "lone wolf," on his own judgment, and

Second, he finally concludes that the campaign or the policy "isn't any good after all," or there'd be closer supervision from the headquarters.

What an ideal condition there would be if bulletins and other forms of instructions would suffice; if the sales manager didn't have to do any selling to his men; if the volume increased just because headquarters said this or that; if the sack-full of complimentary letters from the field saying "that plan is just what I need" could be accepted in good faith; if the effort at "doing" was as energetic as the compliment from the man who says "it's just what I need."

Take the branch manager, who directs the retail salesman from the branch. True, the load is lessened when such a set-up exists, but it's hardly fair to assume that even he can carry all of his burden without headquarters occasionally viewing his outlook through his glasses.

Geography is a fascinating subject. It's a wonderful thing to carry a mental picture of the physical shape of the country, the State, and the territory. It's a golden trait to carry one's statistics in his mind, and be able to recall, even out on the golf links, the wealth of the population per capita in Kankakee. It's an art, yes, a science, to be able to "hit the nail on the head" when the mail brings the difficult question, but the dusty train ride, the two-by-four hotel room, the fifteen-hour day in the field, the headache powder at night, and the practical knowledge gained by such an itinerary is the real answer to "Desk vs. Field Supervision." It might go so far as to answer the question, "Why the sales manager?"

White Owl Cigar Account to Griffin, Johnson & Mann

The General Cigar Company, New York, has appointed Griffin, Johnson & Mann, Inc., advertising agency of that city, to direct the advertising of White Owl cigars.

Chrysler Appoints Advertisers, Inc.

Advertisers, Inc., Detroit advertising agency, has been appointed to direct the advertising of the Chrysler Sales Corporation, and the following subsidiaries: The Plymouth Motor Corporation, the De Soto Motor Corporation and the Fargo Motor Corporation. This appointment is effective March 1.

As previously reported, Advertisers, Inc., is a new business formed at Detroit by Lee Anderson, who has been associated with the advertising activities of the Chrysler Corporation since its inception. The new agency is now handling the accounts of the Dodge Brothers Corporation and the Graham Brothers Truck Company of which Mr. Lee has been appointed advertising counsel.

F. E. Tripp, Vice-President, Gannett Newspapers

Frank E. Tripp, who for the last four years has been general manager of the group of Gannett Newspapers, has been made vice-president.

Robert B. McClean, formerly vice-president and general manager of the Consolidated Press Association, succeeds Mr. Tripp as general manager.

Robert W. Disque, who has been general manager of the Rochester, N. Y., *Democrat and Chronicle*, has been advanced to the newly created position of production manager of the Gannett Press. Mr. Disque, at one time, was business manager of the Syracuse, N. Y., *Post-Standard*.

Columbia Phonograph Appoints Young & Rubicam

The Columbia Phonograph Company, Inc., New York, has appointed Young & Rubicam, Inc., New York advertising agency, to direct its advertising account. This appointment is effective February 1.

Clicquot Club Account to B. B. D. & O.

The Clicquot Club Company, Millis, Mass., has appointed Batten, Barton, Durstine & Osborn, Inc., to direct the advertising of Clicquot Club pale dry and golden ginger ales.

Grebe Appoints H. K. McCann Agency

A. H. Grebe & Company, Inc., New York, radio apparatus, has placed its advertising account with The H. K. McCann Company, New York advertising agency.

De Long Hook & Eye Account to Bennett H. Fishler

The De Long Hook & Eye Company, Philadelphia, has placed its advertising account with Bennett H. Fishler, Inc., New York advertising agency.

Again in 1928

*Detroit News for 15th Consecutive Year
One of America's Three Leaders
in Advertising*

New York Times . .	30,736,847
Chicago Tribune . .	30,512,112
Detroit News	30,459,968

(Figures In Lines)

THE achievement of The Detroit News in 1928 marks the 15th consecutive year in which it has been either first, second or third in advertising. Five times The Detroit News has been first in advertising and it holds the world's record in advertising with 34,030,570 lines published in 1926—a volume never before or since reached by any paper. The significance of The Detroit News leadership for advertisers lies not so much in the fact that in 1928 its lineage was exceeded only by a New York and Chicago newspaper, but in the wonderful coverage that is back of such an accomplishment. The News reaches four out of every five Detroit homes taking any English newspaper—its effectiveness is amply substantiated by its advertising patronage.

The Detroit News

The HOME newspaper

New York Office:

Chicago Office:

J. A. KLEIN, 50 42ND ST.

J. E. LUTZ, 6 NO. MICHIGAN AVE.

TWENTY SEVEN YEARS of LEADERSHIP



THE CHICAGO

Chicago's Home

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
369 N. Michigan Ave.

MEMBER OF THE 100,000

DET
Woodwar
Fine

GROUP

The Chicago Daily News carried over one million more agate lines of advertising during 1928 than any other Chicago daily newspaper



-- and The Daily News has carried more agate lines of advertising than any other Chicago daily newspaper for the past twenty-seven years



DAILY NEWS

Newspaper

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker First Nat'l Bank Bldg.

GROUP OF AMERICAN CITIES

Oklahoma City is Hub of World's Greatest Oil Producing Area

Oklahoma City is queen of oil—and wealth! Already key city to a billion-dollar market—with 79% of the state's oil production made within a 75-mile radius—with Seminole, the world's largest oil field, and scores of other major pools well within the 68-mile trade area—acknowledged as the geographical and transportation center of the vast Mid-continent area, Oklahoma City now tops it all off by proving a new major field a scant seven miles from the center of her main business district. Rapid development of this new discovery by important oil companies (sixty wells will be down in sixty days) assures Oklahoma City a population growth of from 25,000 to 40,000 during the next twelve months. More important, industrially, is the unlimited supply of natural gas now made available at the city's gates at low prices. This means the immediate influx of hundreds of manufacturers and the expansion of industries already located here. Oklahoma City is facing the most astounding development of her amazing career.

National advertisers who have not entered this market should plan to do so during 1929. Those who have should revise their sales quotas for the Oklahoma City Market—*upward*. Oklahoma City and its 68-mile trade area is a unified market—covered thoroughly and alone by the Oklahoman and Times. Investigate!

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*Thoroughly and alone
cover the Oklahoma
City Market*



E. KATZ SPECIAL
ADVERTISING AGENCY
New York - Chicago - Detroit
Kansas City - Atlanta
San Francisco

The OKLAHOMA PUBLISHING COMPANY

The OKLAHOMA FARMER-STOCKMAN—WKY-1000 Watts, 900 Kc.

Stock Market Expansion Creates Merchandising Expansion

Public Speculation in Common Stocks Giving Many Businesses Huge Sums to Spend for Merchandising Expansion Now and in Future

By Albert E. Haase

ON November 19, 1928, the stockholders of Montgomery Ward & Company voted to increase the authorized common stock (no par value) of that company from 1,285,000 to 6,000,000 shares. Part of this new stock was offered to the common stockholders on record of October 29 at \$17.50 per share on the basis of two new shares for each share of stock then owned. Under this arrangement, this company sold 2,282,502 shares of new stock to its stockholders for the sum of \$39,943,785. What did Montgomery Ward & Company want with this tremendous sum of cash which it so easily and quickly obtained?

According to a letter which George B. Everett, president of Montgomery Ward & Company, sent to stockholders, the company wanted this money to retire \$7,655,000 of outstanding bonds of the company's subsidiary and for expansion. Here is his statement:

"Much of our expansion program has been financed out of earnings. However, the growth of the company has been rapid and the prospects of expansion are large, and therefore, it is desirable at this time to make a revision in our common stock issue. Cash received from the sale of the additional shares will provide sufficient funds for the company's expansion program and the retirement of subsidiary funded debt. Retirement of the bonds will eliminate annual interest and redemption charges amounting to more than \$850,000."

* * *

In 1906, the Royal Baking Powder Company started to invest money in two businesses, one known as E. W. Gillette & Company, Limited, a Canadian corporation, and the other as the American Maize Products Company. By

1909, it had a controlling interest in both of these companies. In October, of 1928, the stockholders of the Royal Baking Powder Company were offered an opportunity to purchase stock in these two subsidiaries. This offer to Royal Baking Powder stockholders brought \$5,000,000 into its treasury. William Ziegler, president of the Royal Baking Powder Company, in commenting on this offer, said that the \$5,000,000 additional cash resources, thus obtained, would, in the judgment of the board of directors of the company, enhance the opportunity for desirable expansion of business of the Royal Baking Powder Company.

* * *

Montgomery Ward and Royal Baking Powder represent only two of many examples of businesses which, since the fall of 1928, have added tremendous sums of money to their treasuries through the sale of new common stock to old stockholders.

A financial publication, *Barron's*, in a recent issue listed thirty well-known companies that made such offers to their stockholders in the closing months of 1928. That list is reproduced on page 19.

* * *

In the early fall of 1928, commercial bankers, everywhere, were publicly complaining that the New York Stock Exchange and other exchanges in the big cities of this country were attracting all of the credit of the country for the use of a speculating public. They predicted that because of this condition legitimate business would soon find it impossible to obtain cash for expansion. In fact, in September, 1928, a member of the United States Senate asked for a Government investigation of this subject.

The specific instances of Montgomery Ward and Royal Baking

Powder, commented on in detail, and those instances which are indicated in the accompanying table completely upset this mournful picture of lack of funds for the expansion of legitimate business. They plainly indicate that the tremendous expansion which took place in the dealings of the New York Stock Exchange and of other exchanges in the big cities of this country throughout 1928, instead of drying up funds which legitimate business could use for expansion purposes, has secured more funds than business could otherwise obtain and at better terms than it ever thought of obtaining for expansion purposes.

One of the maxims in the old copy-book on "How to Build a Successful Business" was "expand by plowing earnings back into the business." A business which followed that policy also followed the policy of borrowing money for current needs from commercial banks when it needed such money. If money was needed for a long period of time, that business issued bonds or preferred stock. This latter procedure, of course, naturally created a situation where certain fixed charges for interest had to be met regularly and where a surplus had to be built up for the eventual retirement of such obligations.

Styles in Business and Finance

There are styles in financing a business just as certainly as there are styles in women's hats. The old idea of plowing back earnings, borrowing at commercial banks and selling preferred stocks and bonds is passing—at least it is passing for the time being for certain businesses. The new style in financing is common stock. Today the public wants to take a risk with the owners of a business and it takes it by buying common stock. Its insatiable demand for that type of stock was the real cause of the great expansion in the security markets which took place in 1928.

The fact that public speculation has opened up millions of dollars to legitimate business is of great importance, but of even greater

importance to those who are engaged in the business of advertising is the use which is to be made of this money.

In the case of Montgomery Ward and the Royal Baking Powder Company, it will be recalled, both presidents indicated that the new cash coming into their businesses would, in both instances, be used for expansion and in one instance, would be used in part for the retirement of bonds. The public explanations made by presidents of other businesses which have recently obtained tremendous sums of money from the public through the stock markets, show that these two reasons—a desire for expansion and a desire to refund fixed obligations—predominate as the reasons for the issuance of new common stock.

There is no desire to attempt to pass judgment on the merit and soundness of the two types of financing mentioned in this article. All that is being attempted here is to contrast them from the standpoint of their benefit to those whose chief interest is in the merchandising field of business.

There is no doubt that the old-style method of financing industrial enterprises limited the amount of funds that could be used for merchandising expansion. Commercial bankers and investors in bonds and preferred stocks wanted their money spent on tangibles. Tangibles usually meant improvement of production facilities—the buying of factories and machinery; in other words, property that could be liquidated. Merchandising work—that is to say, the buying of advertising space and the hiring of selling ability and brains—represented intangibles. Money obtained from commercial bankers and from bond and preferred stock issues usually could not be spent for such purposes. Expenditures made for such purposes had no liquidation value. Consequently, money for merchandising expansion, under this system of financing was obtained only with the greatest difficulty as columns and columns of agitation on this subject in **PRINTERS' INK** ten years ago will testify.

Under the old system of financ-

ing, it is fair to say that expansion, generally speaking, meant the purchase of tangible assets that could be liquidated. It had to mean exactly that in order to interest the lender of money. He wanted to play safe.

Expansion to the lender of money under the common stock plan of financing means something entirely different. It means, generally speaking, *merchandising expansion*.

Therein lies the reason why the expansion of the securities markets of the country should interest those whose incomes come from merchandising work.

The book value of the common stock of an industrial enterprise means nothing to the public. It doesn't bother to inquire about that question.

It has learned that tangible assets in the form of factories and equipment are a drug on the market if there is no demand for the products made in such factories with such equipment. The public's test is earning power.

Increased earning power, generally speaking, today comes from better and more intensive merchandising work. The public realizes

that fact and is willing to let its money be spent for such work.

Consider a specific case—the Lambert Pharmacal Company. Here is a business in which net profits expanded from \$115,000 in 1921 to more than \$4,000,000 in 1927. This expansion in profits, as related in an interview which Gerard B. Lambert gave **PRINTERS' INK**, was made with the addition of only three employees and with a plant and property increase of no consequence. The factor that was responsible was an ably administered advertising appropriation which increased from about \$60,000 for the year 1921 to more than \$4,000,000 in 1927.

Using rough figures, it may be said that Lambert in 1921 obtained a dollar in net profit for every half dollar spent for advertising. In 1927, it received a dollar in net profit for every dollar spent in advertising. The formula changed. It took more advertising money to get a dollar in net profit, but think of the difference between a net profit of \$115,000 and a net profit of \$4,000,000. This is the kind of expansion the public likes to finance. For specific proof that it likes such expansion, witness the

Stock	Common shares offered	Capital received
Asso. Gas & Elec.....	250,000	\$10,000,000
Atchison	\$30,204,000 debs.	30,204,000
	150,688	15,068,800
Detroit Edison	{ 33,342	
	33,342 pref.	2,778,940
Grand Union	433,898	13,016,940
Ind. Oil & Gas.....	\$57,300,000 debs.	57,300,000
Int. Tel. & Tel.....	40,000	4,000,000
Jewel Tea	100,000	1,100,000
Jordan	80,857	1,617,140
Kraft-Phenix	96,778	9,193,910
Kroger	32,500	975,000
Man. Elec. Supply.....	60,000	3,300,000
Marmon	2,282,502	39,943,785
Montgomery Ward	269,300	4,039,500
Murray Corp.....	60,000	3,600,000
National Cash Reg.....	40,000	1,750,000
Newton Steel	1,148,548	11,485,480
I. C. Penney.....	73,466	6,611,940
Purity Bakeries	100,000	6,500,000
Repub. Iron & Steel.....	108,930	1,633,950
Royal Dutch	3,000,000	30,000,000
Shell Union	62,487	6,248,700
Standard Milling	150,000	11,250,000
St. Regis Paper.....	1,408,288	56,331,520
Texas Corp.....	60,000	3,000,000
J. R. Thompson.....	120,000	7,200,000
United Elec. Coal.....	728,412	25,494,420
U. S. Rubber.....	219,447	12,069,585
U. S. Smelting.....	250,000	10,000,000
Western Electric	336,850	8,421,250
Willys Overland		

fact that the Lambert company has, within the last two years, listed a considerable amount of additional common stock on the New York Stock Exchange and has had that stock absorbed by the public with no reaction in the price of its securities.

Next to "expansion" as the reason for the issuance of new common stock to existing holders of stock, it has been said that "retirement of fixed obligations" was an impelling motive.

This reason should interest all who are a part of the business of merchandising for it means that businesses which today are taking advantage of the opportunity to rid themselves of the fixed charges that bonds and in a limited sense preferred stocks made against profits will have more money available for merchandising expansion in future years.

In many parts of this country, and especially in New England, there are innumerable industrial organizations which are prevented from expanding their merchandising activities because of the amount of money which they have to set aside out of profits to meet interest charges on bond issues and dividends on preferred stock and to create a fund for the retirement of such indebtedness.

A specific example of a business unable to expand its merchandising activities because of such charges is the Van Camp Packing Company.

This company, said to be the oldest food canning house in the country, was alert to changes and striving hard to get ahead. It had several highly meritorious new specialties which a number of tests showed to be good sellers. But it could not push them because the amount of profits on hand after meeting fixed charges on bonds and dividends on preferred stocks was insufficient to buy advertising in effective volume. Its big job was to get money for advertising.

This job was accomplished, as was related in *PRINTERS' INK* of October 11, 1928, by a plan under which a group of investment bankers invested \$2,000,000 in the

common stock of the Van Camp company under an agreement whereby holders of bonds and preferred stock in the business arbitrarily scaled down the valuation printed on their securities. Today, it can advertise "Bean Hole Beans" and Saba Salad Oil on a proper scale. And more than that, it will not need to face the prospect of giving up the major portion of its profits to meet interest charges on its bonds and dividends on preferred stock.

This specific example of what the removal of part of the burden incurred by fixed charges means to a business which wants to expand its merchandising activities should make clear the fact that money now obtained from the sale of common stock and used to get rid of fixed indebtedness, will make it possible for many businesses to have more funds available in the future for merchandising expansion.

C. T. Southwick Starts Own Advertising Business

C. T. Southwick, for fourteen years with The Erickson Company, Inc., New York advertising agency, the last seven of which he was director of plans and research, has started an advertising agency of his own at that city under the name of The Southwick Company. Previous to his connection with The Erickson Company he was vice-president of Street & Finney, Inc., New York, for seven years.

Associated with Mr. Southwick are C. H. W. Ruprecht and Barteau L'Hommedieu. Mr. Ruprecht was with The Erickson Company for twelve years as a member of the research department and also as an account executive. Mr. L'Hommedieu was recently chief of the sales promotion division of the Photomaton Operating Corporation, New York, and at one time was with Edward A. Filene, Boston.

Pennsylvania Rubber Account to Wm. H. Rankin

The Pennsylvania Rubber Company of America, Inc., Jeannette, Pa., has placed its advertising account with the Wm. H. Rankin Company, Inc., advertising agency.

Fred Berning with Street & Finney

Fred Berning, formerly with Blauener's, Philadelphia, has joined Street & Finney, Inc., New York advertising agency, as an account executive.



MAJOR JOHN L. GRIFFITH

..... says

"I buy the Chicago Herald and Examiner every morning to read the accurate, unbiased sport news, and of course the general news and the other splendid articles."

To completely cover this rich market it is necessary that advertisers reach the 423,623 families daily and the 1,077,389 families Sunday who buy the

CHICAGO HERALD AND EXAMINER




Major John L. Griffith

— is a national figure in amateur athletics, commissioner for Big Ten Universities and also executive vice-president of the National Amateur Athletic Federation of America.

J. T. McGiveran Advertising Director

W. B. Compton
Western Adv. Mgr.,
325 Hearst Bldg., Chicago

E. M. Covington
Eastern Adv. Mgr.,
285 Madison Ave., New York

T. C. Hoffmeyer
Pacific Coast Adv. Mgr.,
625 Hearst Bldg., San Francisco

Member of The Audit Bureau of Circulations

ONE OF THE 28 HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE

Leads All New York Newspapers in Retail Store Advertising

Retail Store Advertising is the one classification that most truly reflects the value of a newspaper for local advertising—because it includes all retail stores.

It is equally significant to sales managers and advertising agents because it mirrors sales responsiveness.

It is one of the dependable guides in making up advertising schedules.

For four consecutive months the Evening Journal has LED all New York morning, evening and Sunday

newspapers in Retail Store Advertising—because it is the **ONLY** New York evening newspaper which gives adequate home coverage.

New Yorkers like the Evening Journal. It's their favorite evening home-going newspaper. They buy more copies of the Evening Journal every day than they do of the next two standard New York evening newspapers combined!

Back of this unique public preference is the greatest evening **NEWS**paper value in America—the largest and highest paid local news staff—the greatest organization of writers, experts, contributors and artists among New York newspapers.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:

Hearst
Building

DETROIT:

Book Tower
Building

NEW YORK:

9 East
40th Street

ROCHESTER:

Temple
Building

BOSTON:

5 Winthrop
Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

**The Detroit Times
in 1928
showed a gain in
display advertising of
1,697,403 lines.**

**This is far greater
than the gain of
the News and
Free Press combined.**

**In Detroit—
most decidedly**

“The Trend is to the Times”

The Place of the Stylist in Modern Merchandising

The Forecasts of the Department Store Stylist Should Guide the Buyer, Not Govern

By Herbert S. Waters

Sales and Advertising Director, James McCreery & Company, New York

I READ with a great deal of interest the article by Ruth Leigh on "How the Department Store Stylist Affects Manufacturers" in your issue of December 20. While she has brought to light a condition that exists in a few stores, it is my feeling that she has not interpreted the question accurately, from the point of view of the far greater number of well-organized retailers who have found the services of the stylist of indispensable value in better serving the consumer.

In these stores there is very little internal difficulty between the stylist and the buyer. Let me quote Samuel W. Reyburn, president of Lord & Taylor: "Retailing today is highly complex and demands consolidation of specialized activities, and the development of fashion forecasting and knowledge is fast being recognized as requiring such specialized treatment. This trend, in fact, is a realization that it is unfair to the buyer to carry this burden, in addition to the prime function of knowing and having what the customers of the department want. Buying is only incidental to selling, on which all of the store's activities should focus.

"It seems to me that any conflict between buyers and stylists arises from a misunderstanding of

the real function of the latter. The stylists are not intended to dominate over or assume any of the fundamental duties of the buyer. There is no room in my conception for a stylist who belittles a buyer or covertly attempts to tear down the latter's prestige. There should be a coupling of minds, the one supplementing the other.

"The buyer remains the chief executive of the department. No responsibilities are taken away, but she or he is given an accessory that will serve as a guide to greater efficiency in the purchase and sale of merchandise having greater consumer acceptance.

"Several years ago I expressed what was considered by many a somewhat far-fetched idea. I

said that the philosophy of fashion was a thing susceptible of scientific methods of study and treatment. It was my belief that fashion has laws just as there are fundamental economic laws, the difference being that we are more familiar with the laws of economics.

"This view met with considerable skepticism, the common rejoinder being that fashion was a will-o'-the-wisp, whose vagaries were infinite and incalculable. Since that time, however, there has been a marked change in attitude. We now know definitely that within certain wide limits

MANUFACTURERS who have become alarmed over the friction between the department store buyer and the stylist which is in evidence in some stores will find some reassuring statements in this article. Most of the friction is evidently caused by a lack of understanding as to the stylist's proper place in the store. Buyer and stylist should work hand in hand. Both have important but distinct duties. No matter what the stylist's ultimate authority is, she will either directly or indirectly exert a powerful influence on buying and her work should be watched closely by manufacturers.

fashions may be quite accurately forecast. Changes in fashion are gradual and from what is popular today we can reasonably foretell what is apt to be popular next season.

"The safeguard for the fashion predictor is that people recognized as fashion leaders do not want to be conspicuous—the changes must not be too radical—and consumer acceptance is the acid test of the vitality of any fashion.

"Incidentally, in the merchandising terminology of our store, style and fashion are not synonymous. Style is defined as that artistic and enduring quality to be found in an object of beauty and usefulness, featured by good design, harmonious colors and good workmanship. Fashion, on the other hand, we define as designating those newer items of merchandise in which is registered the shifting interest of the public. These items may or may not have style value.

"As a concrete application of the view that fashion may be studied and handled intelligently, the stylist or fashion assistant has entered the retail picture. In the Lord & Taylor establishment we have centralized this function in the Bureau of Fashion and Decoration, headed by Dorothy Shaver. The personnel of the bureau comprises fourteen fashion assistants here and seven abroad, who are in constant touch with current developments, and who are equipped to interpret them in connection with fashions of the past.

"The fashion forecasting of this bureau, I may say, has been extremely accurate and has proved of immense value to the buyers. Rather than expressing opposition, the buyers have welcomed the assistance offered and have taken advantage of it with eagerness.

"Prior to the development and application of fashion knowledge through a centralized bureau the buyer had to go it alone and to rely almost entirely on the producer of the merchandise for guidance. If the producer they believed in guessed wrong his errors were passed on to the store.

Such mistakes happened all too frequently and resulted in expensive markdowns.

"Now, the fashion bureau provides authentic information before the season opens. The buyer is given this information. She discusses it, checks against it in her purchases and develops a highly alert consciousness of and appreciation of style and fashion points. Her buying is consequently on a far more intelligent basis than it ever was before.

"The minds of both stylist and buyer co-ordinate on the essential qualities of line, mass and color, which make for beauty in merchandise. The task of the buyer becomes simplified, for it is easier to sell well-proportioned things than ugly ones. And the buyer buys only to sell.

"It may be that mistaken methods of setting up the stylist's function in some cases have led to the misapprehensions regarding the status of the stylist and the buyer. It is my belief that a centralized bureau rather than individual stylists should furnish the fashion guidance. Proper administration, of course, is needed, which can best be given by a central bureau, whose co-ordinated activities will tend to remove any sources of friction between the buyer and the stylist."

Let me reiterate that the main responsibility for discord regarding stylists rests upon the store itself because of:

1. Its organization and proper administration and backing of the Style Bureau;
2. Its wise choice of individual stylists whose training, personality and sincerity are adequate for their particular duties.

Bear in mind that the stylist aids as a stabilizing influence, working disinterestedly for the benefit of all and correlating the merchandise of her departments, so as to unify the efforts of the group. She is an executive and a teacher. She works with people as well as with things. She assists the buyer in the selection of merchandise and its promotion. She also sells it to the salespeople by teaching them its style features and its effective

Jan
NEW

Again, in 1928,

The INDIANAPOLIS NEWS
 (with its 6 issues a week)
 carried **MORE**
National Advertising
 (nearly 700,000 lines more)
 than *all other*
Indianapolis Newspapers
combined.

. . . . Leadership of
The NEWS over the
second ranking paper
(a daily and Sunday paper)
exceeded 55%!



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
 110 East 42nd St.

Chicago: J. E. LUTZ
 The Tower Bldg.

NEWS 1928 CIRCULATION WAS LARGEST IN ITS 89-YEAR HISTORY

presentation to the customer. She collects and compiles information bearing on the style tendencies and good taste of the merchandise in her group. She almost directly is held responsible for the development of good taste and more beautiful merchandise in her departments. She prepares and presents talks at frequent group meetings on style topics to develop the taste of her buyers and to assist them in securing merchandise in keeping with the style trends. She prepares detailed seasonal style forecasts for her group, which will produce uniform style developments. She, in conference with the other members of the style bureau, decides what particular fashions shall be sponsored in a co-ordinated campaign and to what extent backed by merchandise.

The forecasts of the stylists are to guide, not to govern, the buyer. In no way are they to inhibit him in the use of his initiative and discretion, but rather to assist him in forming a logical and fashion-right buying plan for each season.

From the above it can be readily seen that the stylist occupies a most important niche in the merchandising field and very little internal or external confusion should exist in reference to her standing.

R. V. Beucus Joins Lennen & Mitchell

Robert V. Beucus, advertising manager for the last seven and a half years of Bauer & Black, Chicago, B & B sterile surgical dressings and allied products, has joined Lennen & Mitchell, Inc., New York advertising agency, as an account executive.

MotoMeter Account to Myers and Golden

The MotoMeter Company, Inc., Long Island City, N. Y., manufacturer of Boyce MotoMeters and other automotive products, has placed its advertising account with Myers and Golden, Inc., New York advertising agency.

George Whiteside with Erwin, Wasey

George Whiteside, formerly with the Chicago office of the Curtis Publishing Company, has joined Erwin, Wasey & Company, Chicago advertising agency, in its service department.

Baxter-Davis and Loomis-Potts Agencies to Combine

Effective January 15, the business of the Baxter-Davis Advertising Company and the Loomis-Potts Company, both of Kansas City, Mo., will be consolidated under the name of the Baxter-Davis Advertising Company. Officers of the consolidation will be: Chairman of the board, Wesley H. Loomis, Jr.; president and treasurer, Junius F. Baxter; vice-presidents, Donald D. Davis and Frank E. Whalen and secretary, Hazel M. Carl.

A. VanDerZee Advanced by Chrysler

J. W. Frazer, sales manager of the Chrysler Sales Corporation, Detroit, has appointed A. VanDerZee as a director of sales. Mr. VanDerZee joined the Chrysler organization in 1927 as a regional manager and was later transferred to New York, where he had charge of the Atlantic region. In his new position Mr. VanDerZee will devote his time to the promotion of the new Plymouth automobile.

W. C. Crissey with Lyddon, Hanford & Kimball

W. Clark Crissey has joined the New York office of Lyddon, Hanford & Kimball, Inc., advertising agency. For the last twelve years, he has been with The Condé Nast Publications, Inc., five years of which he was advertising manager of *Vanity Fair*. More recently he has been in charge of Condé Nast advertising promotion.

Erwin, Wasey Add to Staff

J. Wiley Jones has joined Erwin, Wasey & Company, New York, as an account executive. He has been with the Butterick Publishing Company, New York, for the last six years, having been New England manager at the time of his resignation on January 1.

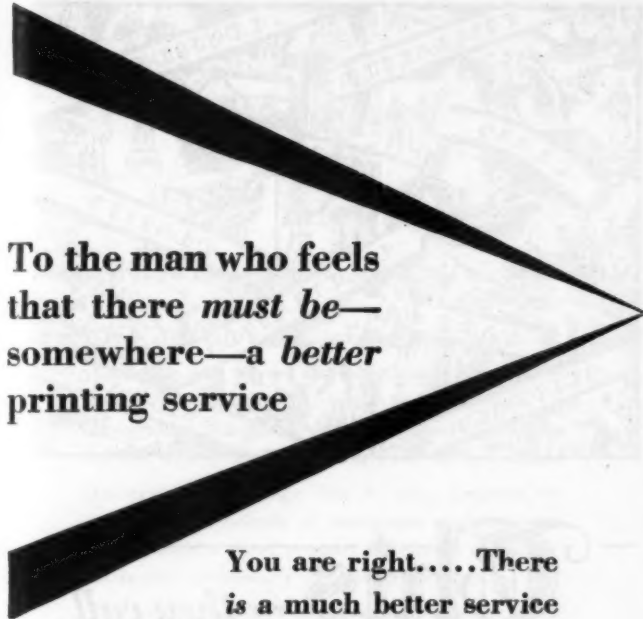
Another addition to the staff of Erwin, Wasey & Company is Irvin Borders. He formerly was with the Fox Film Company, New York.

Toilet Preparation Companies Merge

The Odo-ro-no Company, maker of Odo-ro-no, and the Glazo Company, maker of Glazo, both of New York, have been merged with the Northam Warren Corporation, of that city, maker of Cutex and Creme El Caya toilet preparations.

Appoints Ketchum, McLeod & Grove

The Structural Clay Tile Association, Chicago, has placed its advertising account with Ketchum, McLeod & Grove, Inc., Pittsburgh advertising agency.

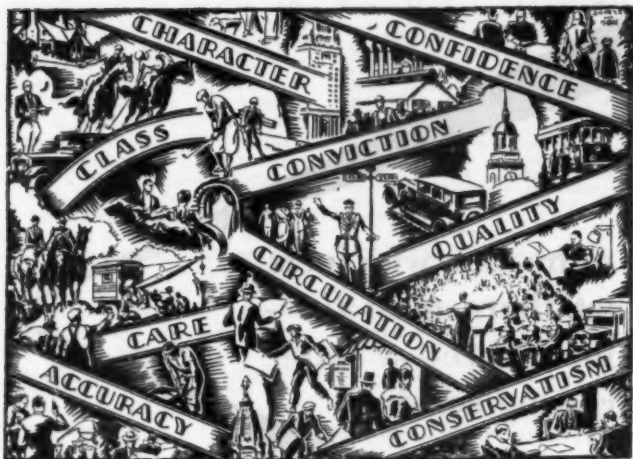


**To the man who feels
that there *must be*—
somewhere—a *better*
printing service**

**You are right.....There
is a much better service
than the average.....
Maybe it is a lot better
than you can imagine
.....Certainly we try
hard to make it that
good.....And you are
invited to test it out.**

**CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK**





— *This* ^{as} they call
 “ONE OF THE
 GREAT MIRACLES
 OF NEWSPAPER MAKING”

WHEN a newspaper that has seldom issued an extra; never offered a premium or a prize; nor held a circulation contest;

—that does not spread bold headlines across its front page; never resorts to lurid writing or sensational display—

When such a newspaper grows to be by far the largest in its city—to be one of the greatest in America—and is read alike in great mansions



and small homes; by three-car families and street-car riders —

This—they call a miracle of newspaper making. Yet when one knows Philadelphians, one understands The Bulletin. A clear-thinking people . . . demanding character, accuracy and cleanness in the newspaper that goes into their homes.

Thirty-three years ago The Evening Bulletin set up certain standards of newspaper making—Set out to build a good product. Shunned sensationalism and catch-penny circulation methods.

From a few thousand circulation among the better homes, The Bulletin gradually grew to more than a half million daily.

Without a single inducement other than the merit of the newspaper. Just a slow, steady growth down the avenue of years, like the growth of most products which rely upon their quality alone.

A newspaper which inspires such confidence in its news columns, gives an extra value to the advertiser . . . a value which adds immeasurably to the sincerity and to the force of his message.

The Evening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

Copyright, 1929, Bulletin Co.

DURING 1928 The Detroit Free Press again printed more real estate, building and building supply display advertising than both other Detroit newspapers combined.



THIS record of preferment follows up the six preceding years when the real estate and building supply advertisers selling in the Detroit market, gave this newspaper overwhelming preference.



SUCH a record could not be

maintained year after year without definite assurance to the advertiser in the form of returns, that his selling story in The Free Press is considerably more profitable.



CONTACT with every other home in this market with three out of every four homes in the English-speaking, better buying districts of the city of Detroit alone.

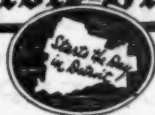
The Detroit Free Press

VERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

The Empty Cement Bag Calls on Advertising for Help

The North American Cement Corporation Discovers That Advertising Is Useful for Other Things Besides Selling

By Charles Noble

WE are all constantly on the watch—aren't we all?—for new and better answers to that world-old cry of the skeptics and the critics of advertising: "But how can you *prove* that it does what you say it does?"

And of course very often you can't. At least you can't prove it in the same way that the law requires the District Attorney to prove that I murdered somebody. But you can do a good deal in the same direction the District Attorney takes when he can't find any eyewitnesses to my crime—which is to say, in the direction of amassing circumstantial evidence.

I myself recently came upon what looks like an unusually good piece of circumstantial evidence in the making, which when it is complete will point rather strongly toward the practical value of advertising. And if it works out as it seems likely to do, it will be all the more interesting and useful because of the fact that it forms one of those rare exceptions to the rule that advertising's job is to sell something.

For when advertising is temporarily taken off its regular selling job, and set to clean up a situation that has refused to succumb to other methods, and if it presently does what it was told to do, to everybody's satisfaction, isn't that fairly good evidence that it is also a pretty capable workman on its regular job?

Now for as much of the story as is so far available; the complete report will not be in, for reasons which will appear, for about six months.

The North American Cement Corporation, may it please the court, for some time had been dissatisfied with the

way it was handling the returned-bag problem. This happens to be a state of mind common to the entire cement manufacturing industry.

It is, I am told, the custom of the cement trade to treat cement bags in the same fashion that the milk trade treats milk bottles. The sacks, that is, are considered as the property of the cement manufacturer, and are charged to the customer as "on

loan." The company, to put it the other way around, makes each customer an allowance for all empty bags returned in good condition—and just there is where the trouble starts.

Most of it arises from the fact that there is no impartial tribunal authorized to decide what constitutes "good condition" in a returned sack, and make its decision stick. There is also the fact that to the rough-and-ready sort of men that handle cement "on the job," empty sacks are a constant temptation. No great ingenuity is needed to convert one into a useful apron or a pair of sandals of sorts, and thereby save much wear and tear on work clothes.

When it comes time to count

EVERY once in a while some speaker or writer will impressively proclaim that "after all, the purpose of all advertising is to sell more goods." This may have been true in the early days of advertising but today it is doing many jobs in many fields which are only remotely connected with the selling of more goods.

Here is a story of how advertising is handling one of these odd jobs—one of the oddest tasks to which it has ever been assigned; that of keeping empty cement bags in good condition.

up on returns, many customers quite humanly feel that they should be credited with a bag for each and every respectable-sized fragment they can muster which is still recognizable as to origin; and the company's men are constantly being torn between the desire not to offend a valuable customer, and a reluctance to see their own employer victimized by being obliged to allow full value of a good bag for one that has obviously long since lost its usefulness.

The North American Cement Corporation, as almost any company would do under like circumstances, tried to stretch things as far as possible in favor of its customers. It issued instructions to its men to allow the full credit for a returned bag in all cases, even where the bag was plainly useless beyond reasonable repair, except where it was plain that its condition was due to deliberate abuse. But of course that in itself is always a hard thing to decide; some people simply never are satisfied under any circumstances; and no amount of diplomacy or outright generosity ever quite heals difficulties of this sort.

When a bag showed up in bad shape, that came to be an unfailing signal for a wrangle over the responsibility for it that too often grew out of all proportion to the cost of a dozen bags. The dealer, and the railroad over which the original shipment had been made, would almost certainly be dragged into it. Anybody with a little imagination and acquaintance with human nature can see what a lot of annoyance and ill-feeling a seemingly simple little question like this can stir up, even among fundamentally decent and friendly people. Nor is it hard to see what a bad effect it can have, if you are not careful, upon your relations with your customers. There is nothing incredible in the idea that thousands of dollars' worth of business can be lost over a 10-cent bag.

I can picture, too, each of the company's salesmen coming in with his nickel's worth (and sometimes more) on behalf of their most

cherished customers, to add to the tale of woe and intensify the wrangles. Situations like that sometimes reach the point where there seems neither end to it nor cure for it, no matter how often verbal instructions and cautions are passed around from headquarters, and no matter how often and how carefully the company's policy is explained afresh—verbally—to the customer's organization.

Then, just a little while ago, the North American Cement Corporation decided to see what advertising could do in this situation. Advertising, I suppose they reasoned, seems to help sell cement; perhaps it will also be able to sell an idea. The idea in this case was really a very simple one when you once got it down on paper. All it amounted to was that it might prove to the advantage of everybody concerned if the company and its customers could get together and help each other to get more and better service out of the cement bags that were working for both of them, instead of trying to score petty trading points against each other with cement bags for poker chips.

Cost Not Always Important

At any rate, this particular advertising campaign has been launched. It isn't, from the point of view of physical dimensions, much of an advertising campaign. In fact about all there is to it is a set of six posters—"three-sheets" in three colors. But it isn't always volume and cost that counts in these affairs. This is just as much an advertising campaign—the application of advertising methods to a problem that had always hitherto been dealt with by personal salesmanship methods—as if it had cost a million dollars. What is more, each and every one of those six posters bears internal evidence that some hard thinking and careful study went into its preparation.

Two of these posters are signed "The Yard Man." They have been sent to the North American Cement Corporation's dealers to be posted in their warehouses, in a

From ★*The Chicago Evening American Market:*

79.25%

... of the Chicago Evening American's city and suburban circulation (488,439 in A. B. C. report of October 1, 1928) is effective with woman-heads-of-family. Authorities agree that the housewife directs or influences the spending of 85% of the family dollar.

★ *The Chicago Evening American Market* is the term applied to the tabulated facts gathered in a survey made in Chicago by Emerson B. Knight, Inc., of Indianapolis, financed by this newspaper but independently conducted. It is presented to advertisers and advertising agencies, at their offices, in graphic motion picture or chart form, of proved interest and importance, with a supplementary book-presentation for extended study. Appointments for either presentation may be made directly with this newspaper, or through any of its offices or representatives.

CHICAGO EVENING AMERICAN

a good newspaper

One of 28 Hearst Newspapers read by over twenty million people

conspicuous place, as near as possible to the loading platform where the customers' trucks back up for a load. The other four, signed by "The Loading Foreman," "The Sack Department Foreman," and similar titles, are being tacked up inside loaded cement cars just before they leave the company's plants—one to a car.

The message on the different posters naturally varies somewhat, but the fundamental idea is in all cases the same—to inculcate respect for the humble cement bag as a useful piece of property, worth being cared for. Thus "The Yard Man" is made to say to the truckmen as they come up to the loading platform:

"You fellows can help—Cement sacks are worth money. Handle them with care. Pile cement up carefully on a raised platform. Keep it dry. Open cement sacks at the top by untwisting the wire. Pile up empty sacks carefully. Keep them dry." And each of these simple practical points is illustrated by a small drawing.

In one of the car posters "The Loading Foreman" is similarly presented as offering a series of common-sense hints on proper handling of sacks in unloading the cars, by which to save both cement and sacks; and "The Sack Department Foreman" presents a simple, straightforward statement of the company's rules regarding returned sacks, which thus becomes a matter of permanent, public record to which appeal could be taken if necessary whenever one of the cars bearing this poster is near by.

The great beauty, as I see it, of thus advertising an idea is that these posters, at comparatively trifling cost, bring the company's message, exactly as it wishes to have it worded and understood, at first hand directly under the eyes of the very men upon whom depends the success of any policy dealing with such problems as this matter of returned sacks. Consider, moreover, that these men, from the nature of their work, are not so easily reached through any other channel, nor likely to be

much impressed in any other way.

But these posters, from their simple, unassuming and inoffensive, thoroughly good-tempered tone, and the practical character of their suggestions, seem well calculated to produce an effect upon a rough-and-ready lot of cement handlers; that is if anything is going to do so.

It is on that point that we have still to wait for the really interesting part of the story, which will tell us whether or not we have as good a piece of circumstantial evidence of the value of advertising, as we look like having. It takes about six months, ordinarily, for a cement bag to make its round trip from the mill to the job and back again. Six months from now I promise myself a rather interesting call upon the North American Cement Corporation.

Meanwhile, it can be said that, in medical terms, the prognosis is favorable. Headquarters reports that the dealers are unanimous in their approval of the poster plan, and many of them have written enthusiastic letters about it. Since they are usually a skeptical lot where ideas from headquarters are concerned, this is hopeful news. What is more, one of the big railroads which carries a lot of cement has noticed the car posters and has asked permission to adapt the idea for its own use. That also sounds promising. We may presently find that a simple bit of advertising technique has replaced a considerable body of annoyance, small grievances, suspicion and ill-will, with a new spirit of mutual confidence and co-operation between company and customer.

W. & J. Sloane Advertising Accounts Consolidated

All advertising to be run by W. & J. Sloane, New York, as selling agents for the firms which it represents, it is announced, will be carried under or above the name of W. & J. Sloane. This includes the advertising of the Alexander Smith & Sons Carpet Company, Barrymore Seamless Wiltons, Inc., C. H. Masland & Sons, Inc., and the W. & J. Sloane Manufacturing Company. The advertising will be directed by Cowan, Dempsey & Dengler, New York, advertising agency.



Picking GOLD from trees in *FLORIDA!*

THE headline may be a bit fanciful—but in reality that's just what thousands of Florida citrus growers are doing right now!

Picking golden fruit which turns into metallic gold as it goes to market and tickles the palates and aids the health of millions of folks in the North.

You can realize what this means. More new money for Florida. More means to buy new cars, new radios, more things for home and farm—and more money added to the \$30,000,000 industrial payroll of busy Jacksonville!

The Florida Times-Union has thousands of loyal readers in the area where the golden fruit now hangs heavy on the trees. Your advertising in The Times-Union can attract some of the millions this fruit will bring. Call on us for facts.

P. S.—Farm & Live Stock Record, Florida's own farm paper, also will take your message direct to those who are now picking gold from trees in Florida. A Times-Union publication.

The Florida Times-Union JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentnor Company)

New York 2 West 45th Street	Philadelphia 1524 Chestnut Street
Chicago 203 N. Wabash Avenue	Los Angeles 117 West 9th Street
San Francisco 58 Sutter Street	



**The largest
magazine
for MEN**

The Elks
Magazine

**More Than 800,000 Identified Circulation
Guaranteed**

50 East 42nd Street

New York City





INCREASING YOUR AUDIENCE

During 1928, *THE FARMER'S WIFE* made the greatest increase in subscribed readers ever recorded in its history; a steady remarkable growth to

900,000 circulation

Which means—

more rural women, in a buying market equal to the larger cities, are waiting for your message in 1929.

THE FARMER'S WIFE is the Farm Woman's Magazine, the only one published exclusively for her in America.



THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

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Two Prices for Identical Buyers Condemned by Supreme Court

This Decision Declares That a Practice Followed by Perhaps a Majority of Manufacturers Violates the Clayton Act.

IN certain industries, price concessions are the rule rather than the exception. In these lines, it frequently happens that two buyers of the commodity, purchasing the same grade, quality and quantity, will pay two different prices. Mr. A., for example, being a shrewd buyer, may get his merchandise at 10 per cent less than Mr. B. Or, Mr. A. may be favored with a price concession because of certain reasons known only to himself and the source from which he buys.

Surely there are few situations more common than this. It is startling, therefore, to learn, as a result of a decision by the Supreme Court of the United States, just handed down, that price concessions when made under these circumstances are likely to be in violation of the Clayton Act. In fact, it is doubtful whether any decision of this body rendered during the current term has affected more manufacturers than this one.

The case involves George Van Camp & Sons Company vs. the American Can Company and the Van Camp Packing Company. These are the details of the case, as summarized by the Supreme Court:

"The pertinent facts, shortly stated, are: That George Van Camp & Sons Company, the complainant, and the Van Camp Packing Company are both engaged in the business of packing and selling

food products in tin cans in interstate commerce. The American Can Company manufactures tin cans used in the food-packing industry and sells such cans to the other two companies and leases to them machines for sealing the cans.

"It sells to the Van Camp Packing Company at a discount of 20

per cent below the announced standard prices at which it sells cans of the same kind to the complainant; it charges complainant a fixed rental for the sealing machines, but furnishes them to the Van Camp Packing Company free of charge; and it discriminates in other respects."

Now let us elaborate somewhat on these facts. The George Van Camp Company, the complainant, and the Van Camp Packing Company are in the same line of business. They both buy cans

from the American Can Company. It is charged that the American Can Company did the following things:

1. It sold its cans to the Van Camp Packing Company at 20 per cent below its publicly announced standard prices, but did not give a similar price concession to the George Van Camp Company.

2. It charged the George Van Camp Company for certain machinery used in sealing these cans but did not charge the Van Camp Packing Company for similar machinery.

3. It paid the Van Camp Pack-

THE American Can Company sells its cans, among others, to two packing companies. To one of these companies it gives a discount of 20 per cent and certain other concessions. The other packing company is not similarly favored. This discrimination, it is charged, was not made because of differences in the grade, quality or quantity of the cans purchased by the two companies. Neither was there any difference in the cost of selling or transporting the cans to the two buyers.

The Supreme Court of the United States has ruled that this practice—which a majority of manufacturers follow—violates the Clayton Act. The decision, consequently, is of the utmost importance and it ought to be checked against sales policies.

ing Company "large sums of money by way of bonuses, discounts, and reductions from the prices of cans fixed in contracts between them," although similar deductions were not given to the George Van Camp Company.

4. It did not make these discriminations "on account of differences in grade, quality, or quantity of the commodity sold or the machines leased."

5. Neither did it make these discriminations "on account of any difference in the cost of selling or transportation."

6. Finally, it is charged that the concessions were not made by the American Can Company to meet competition of other manufacturers of cans.

All of these practices, the George Van Camp Company complains, are in violation of the Clayton Act since, it is charged, the effect of such discrimination is to substantially lessen competition and tends to create a monopoly in the line of business in which the two *packing* companies are engaged.

The word "*packing*" is italicized in the preceding sentence because it brings out the most significant aspects of the case. Heretofore, complaints made with regard to somewhat similar practices have been entered on the ground that the *manufacturer making the concessions* was operating to restrain trade and create a monopoly in *his own* line of business. In this case, the complaint is that the American Can Company is acting to restrain trade and create a monopoly, *not* in the business of making cans, but in the *packing* business.

The case was brought to the Supreme Court on certificate from the Circuit Court of Appeals for the Seventh Circuit. This latter court asked the Supreme Court to answer the two questions which follow:

"Question 1. Does section 2 of the 'Clayton Act' (United States Code, Title 15, Section 13) have application to cases of price discrimination, the effect of which may be to substantially lessen competition, or tend to create a mo-

nopoly, not in the line of commerce wherein the discriminator is engaged, but in the line of commerce in which the vendee of the discriminator is engaged?

"Question 2. Where one who makes an article and sells it, interstate, to persons engaged, interstate, in a line of commerce different from that of the maker, discriminates in price between such buyers (said discrimination not being made on account of differences in the grade, quality or quantity of the commodity sold, nor being made as only due allowance for the difference in the cost of selling or transportation, nor being made in good faith to meet competition) and the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in the line of commerce wherein the buyers are engaged, does the maker and seller of the article, making such price discrimination, transgress section 2 of the 'Clayton Act' (United States Code, Title 15, Section 13)?"

In answering these two questions, the Supreme Court said: "The effect of the discrimination is to substantially lessen competition, and its tendency is to create a monopoly in the line of interstate commerce in which complainant and the Van Camp Packing Company are competitively engaged." This fact, the Supreme Court declared, brings the case within the terms of the Clayton Act.

With regard to the point that violations of the Clayton Act previously tried in court have dealt with instances of price discrimination which tended to restrain competition in the field of the *seller*, rather than the field of the *buyer*, the Supreme Court ruled: "The fundamental policy of the legislation [the Clayton Act] is that, in respect of persons engaged in the same line of interstate commerce, competition is desirable and that whatever substantially lessens it or tends to create a monopoly in such line of commerce is an evil. Offense against this policy, by a discrimination in prices exacted by the seller from different purchasers of similar goods, is no less clear when it produces the evil in re-

BIRMINGHAM IS ON THE AIR! TUNE IN!

Beginning with a small station donated by Victor Hanson to Alabama Polytechnic Institute in 1922, WAPI is unfolding what is said to be the greatest idea in radio launched in any state.

Erected, sponsored, and operated by the Alabama Polytechnic Institute and the city of Birmingham, WAPI will transmit programs designed to be of service to millions of radio listeners. A special telephone line is installed to the State Agricultural Department as well as to Auburn from the main studio in Birmingham. Tune in tonight! Learn the great industrial, agricultural, and commercial advantages of Birmingham and Alabama—as well as enjoy some rare Southern entertainment—over WAPI!

The Birmingham News

AND AGE-HERALD

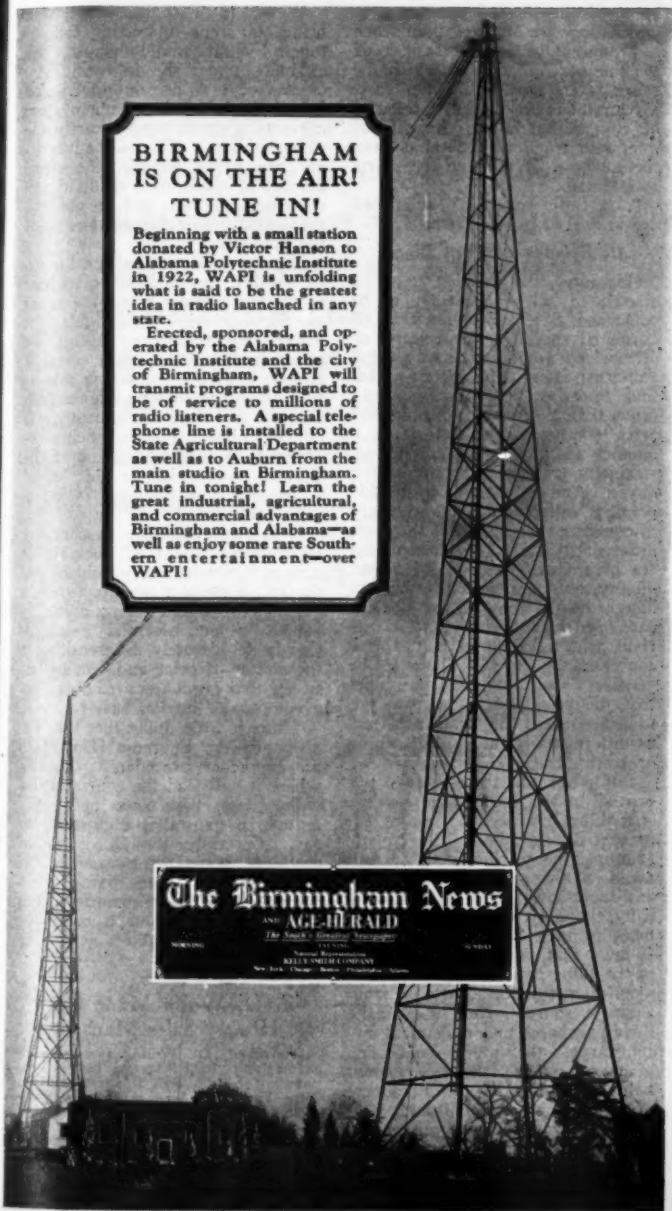
The South's Greatest Newspaper

Published Daily

SOLELY OWNED BY

KELLY SMITH COMPANY

New York Chicago Boston Philadelphia Atlanta



spect of the line of commerce in which they are engaged than when it produces the evil in respect of the line of commerce in which the seller is engaged. In either case, a restraint is put upon the freedom of competition in the channels of interstate trade which it has been the purpose of the anti-trust acts to maintain.

"... Both questions submitted are answered in the affirmative."

All Rebates Are Not Illegal

Of course, the decision is by no stretch of the imagination to be construed as a declaration that all forms of special rebates, secret or otherwise, are violations of the anti-trust laws. For such a violation to exist, it is necessary to prove that the company making the price concessions is acting in a manner calculated unfairly to restrain the trade of the complaining buyer. And in order to prove this point, it will probably be necessary to convince the court that the price differential is not to be accounted for by any difference in the grade, quality, or quantity of the product bought by the complainant as compared with purchases made by the rival who is favored with price concessions. It will likewise be necessary to convince the court that the price concessions are not to be accounted for by such matters as differences in the cost of selling or transportation.

But once all these points are proved to the court's satisfaction, it is difficult to see, in view of the present decision, how the company granting the price concession can avoid a charge of violating the anti-trust laws and, more specifically, the Clayton Act. This statement is made because it naturally follows that when two companies in the same industry buy a certain identical raw material or part from a single source—when they make their purchases under identical circumstances—then a price concession given to one of the two cannot help but operate to the advantage of the one so favored and, conversely, to the disadvantage—or restraint of trade—of the one not so favored.

Viewed in this light, the decision brings up some interesting conjectures. What would happen, for example, under the following circumstances: A certain publication is carrying the advertising of two companies operating in exactly the same industry. The two advertisers are using exactly the same amount of space, have made identical space contracts and, in general, are equally desirable customers of the publisher.

But for some reason best known to himself, the publisher gives one of the two a lower rate. Inasmuch as the advertiser who gets the lower rate therefore benefits by generally lowered selling costs, it follows that the competing advertiser is hampered by a higher selling cost and that, consequently, his efforts to build trade are being restrained. Would a violation of the Clayton Act exist in this case? (That is, if advertising is interstate commerce.)

It is easily possible to conceive of countless cases of comparable nature in almost every field of industry. Here is a manufacturer in the industrial field selling a highly expensive and essential machine. Can he legitimately differentiate in the matter of price and service between two purchasers who are on a comparable buying basis?

There is little doubt that this decision of the Supreme Court sets an important precedent. Exactly where it will lead the courts in deciding cases that come up in the future is, naturally, impossible to say. Certainly, though, it would not seem far-fetched to assume that the decision is in the nature of a warning to many manufacturers who do not sell on a one-price basis that their policies will bear watching.

T. D. Wolfe Made Onyx Hosiery Sales Manager

Townsend D. Wolfe, formerly director and head of the hosiery department of the Van Raalte Company, New York, has been made sales manager of the Onyx division of the Gotham Silk Hosiery Company of that city. He was, at one time, general manager of the McCallum Hosiery Company, Northampton, Mass.

For increased business through greater sales efficiency, make your advertising work as many hours a day as YOU do! Put it on the job in the morning and keep it there 'till dusk in the ONE big, all-day, Sunday New York newspaper —

***The* SUNDAY
NEW YORK AMERICAN**

"The greatest standard-size newspaper circulation in America, concentrated in America's greatest market!"

**Read *All Day* by The *Whole Family*
in 1,102,216 Homes.**

Feature Your Product's Big News

*Sensing the "big story" in a product is to
advertising what a "nose for news"
is to journalism*

EVERY advertisable product may have anywhere from three to ten central selling stories that could be told about it.

But of those three or ten, one is the big story.

And that is the story to feature.

Take a food for example: It may offer Purity, Flavor, Dietary Advantage, Ease of Preparation, Economy or any one of many selling appeals.

But which is the best?

Any one might make a reasonable success when featured above the others.

But a single, certain one might multiply reader interest, sales and profits if made the major feature.

Sensing that certain "big story" is to advertising what a "nose for news" is in the newspaper field.

Newspapers with the greatest circulation are guided by men with the instinct for knowing what the public wants to read.

Advertising campaigns with the greatest profit returns are guided by men with the instinct for

unearthing what feature about a product is most interesting to the most people.

This is largely the difference between advertising that pays in a big way and advertising that merely "pays."

Most advertising today is good advertising. Most of it pays. But some of it pays out of proportion in comparison.

Men who have gone deeper than the surface of modern advertising are acutely conscious of that condition.

Men who have not gone deeply into advertising alone fail to recognize it.

Thinking advertisers—men who view advertising for what it actually is: a vehicle for making money, rather than merely a series of words and pictures—are more and more asking, "Am I getting the most that can be gotten out of my advertising?"

Whether they are or not depends on what feature of their products' many features they are driving home above all others in their advertising.

There are ways of finding out. And the common-sense principles in advertising which form the foundation of highest profit return for white space purchased dictate that those ways be exercised.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 North Michigan Avenue

NEW YORK
247 Park Avenue

LONDON
Victoria Embankment

LOS ANGELES
1151 South Broadway

WASHINGTON
400 Hibbs Building

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Increasing industrial production, agricultural prosperity, a responsive population served almost completely by Booth Newspapers make —

The **BOOTH NEWSPAPER AREA** *ONE OF AMERICA'S 15 LEADING MARKETS*

The Outstanding Market for 1929

These eight Booth newspapers are thoroughly modern and metropolitan in news and advertising make-up. They completely cover the buying power in Michigan outside of Detroit without waste or duplication.

It will pay YOU to investigate

***Write for a copy of the MICHIGAN MARKET
or for any information desired***

Grand Rapids Press

Flint Daily Journal

Jackson Citizen Patriot

Bay City Daily Times

Saginaw Daily News

Kalamazoo Gazette

Muskegon Chronicle

Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed

First Person Confessionals— Feminine Gender

The Now-it-can-be-told Stories Make Their Bows under the Auspices
of the Advertisers

By Elizabeth Emmett

AND now a thrill. Thrills galore. Right in your family magazine. Almost any magazine. No longer is there need to hustle to the newsstand to get a special collection of souls laid bare. There on your library table—or wherever son has tossed the Weekly Battle or daughter dropped the Feminine Fireside Confidant—first person confessionals are to the fore.

I don't mean the hot-house variety, coddled by cash, relating to the twin beds that occupy the beautiful chamber in the lovely house of the fascinating Mrs. Vandercurl, the cigarette smoked by the singer who, in her story of her own life, states that she never smokes and warns all girls against the habit, or the various soaps that serve as press agents for celebrities. No, indeed. From the masses, from fameless bits of the great mosaic—such as you or I—come these now-it-can-be-told stories with their intriguing headlines.

Bet you a cooky that that article which you thought so absorbing is going into the limbo of things left undone when just across the way you glimpse an invitation to get in on the inside concerning "What a Bride of Six Months Learned About Her Husband."

All a-twitter if you're feminine, primed with a clannish "oh, well . . ." if you're otherwise, you are prepared to have your heart beat a sympathetic tom-tom. And this is what you learn, "as told by a bride":

As a bride of six months I had much to learn about the eating habits of my newly acquired husband. I found that he was drinking caffeine with his meals three times a day and wondering why he was so nervous and irritable. I could think of no remedy, for if I refused him his meal time stimulant he seemed more irritable than ever.

Only six months a bride and she

has to contend with the demon *Drink!* But why—you tell me, I'm no good at guessing riddles—why didn't she look into this matter of irritability before she took the Great Step? Or did this drinking habit develop simultaneously with the honeymoon period?

Before I promise to do a long distance flight with an about-to-be acquired husband I shall make him promise to try the 30-day test sample package similar to the one that finally came into the possession of the unhappy bride, who thus resumes her story:

I tactfully introduced the subject to my husband. He consented to the test on condition that after the thirty days I let him have his caffeine back. I agreed.

Sly one! Well she must have known that that sample package, like all sample packages, was an Aladdin's lamp.

"The results of those thirty days read like a fairy tale." (Didn't I tell you so?) "My husband's irritability vanished. He could read the whole evening through without becoming restless; he slept soundly and was perfectly well. When the thirty days were over he *preferred*" the drink without caffeine. And so, though married, they lived happily ever after.

"Tis easy enough to be pleasant when life goes along like a song." Trouble is, life is so apt to be just one thing after another; and married life, of course, is doubly cursed with woes. Chockful of interest, then, to the wedded should be this:

Advice to Wives Whose Husbands
Don't Save Money
By a Wife

My husband and I used to be careless with money. Fred made a good salary but we spent practically every dollar of it.

Then something happened that opened our eyes. Fred was taken sick and confined to bed for five weeks. By the

time he was able to go back to work we were penniless—worse than that, we had been obliged to borrow money to live.

After that I began to worry about money. What would happen to us if Fred were sick for several months? What would happen if he were incapacitated in some way and unable to go on with his work?

As is usual in these harrowing tales, not a sparrow falleth but that some advertiser is a johnny-on-the-spot to offer first aid to the injured. And, since the critics deride remarkable coincidences, let us say that it was destiny that caused a little book "How to Get the Things You Want" to fall into the hands of the aforementioned harassed wife, who says, "It was one of the most valuable, interesting and unusual books I ever read. It made me think of Fred."

Well it might. It sounds to me like Fred's horoscope, for:

The book told how Fred and I and the children could be sure of a steady income even if Fred became totally disabled and unable to go to work again. It told how we could provide money to pay the children's way through college—money to leave our home free of debt. It told how we could provide an income to live on when Fred decided to retire from business. Best of all it explained how we could do these things on the modest salary Fred was making.

It looks as though Fred were a mortal favored by the Advertisers; but you, too, simply by mailing a coupon can have a book that will tell you "how to retire with an income—how to save money scientifically—how to end money worries."

If you are of the gold-brick-shy kind, you may resurrect the story of the man who spent a quarter to get information on "How to Catch Fish," and received therefor the explicit directions: "With a hook and line." You may fear that the answer to "How to retire with an income," will be "First get your income, then go while the going is good." I can only tell you what Fred's wife says:

"I showed the book to Fred." Whether tactfully or not, she doesn't state, but "He was interested. We decided to follow the plan outlined. In a short time we had taken steps to provide for every single one of the things we wanted. Soon we found ourselves on the

road toward a life free of money worries."

How many steps they have taken and how many miles they have still to tread the story does not reveal, but should it prove one of those long roads that have no ending. Fred's wife may, provided she steps briskly, be spared the torment of a "Stylish Stout"; which brings me to

The personal story of a woman who made herself over into a slim, graceful, buoyant, healthy person—free from the ill effects of obesity.

Should you look upon money shortage as a greater ill than superfluous flesh, this tale of one who "used to be a 'Stylish Stout'" should give you a totally new perspective:

It was a perfect torment for me to be stout. I couldn't go anywhere without being reminded that I was fat. I couldn't walk a block without sitting down. [Fancy having to tote a camp chair under one's arm!] Even the lightest housework quickly tired me. My heart would beat too fast if I hurried. I was afraid to accept invitations because I knew people would always be talking about me. You can imagine what misery fat caused me—aches and pains in my body as well as mental worry.

As well? Or as bad? At any rate, there was gloom.

Came the advertiser. And the Stylish Stout bared her soul to the gaze of one who has the world's most perfect figure: In return for the exposure she received "a charming letter and a copy of a delightful book."

Why buy a book a month when books, interesting books and delightful books are distributed free?

The delightful book "was the turning point" in the life of the Stylish Stout. To quote her own words: "It rescued me from the misery of fat and showed me the way to make myself exquisitely slim in a short while."

If you scoff at such a rapid transformation, I shall be tempted to tell you about "the pale callally that overnight turned flaming peony" and how "women marveled . . . men were intrigued," though that story has nothing to do with these first person confessionals.

The legitimate story I had in

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5¢ DAILY

JANUARY 10, 1929

10¢ SUNDAY

AGENCY HEAD SAYS REPORT "ONE OF FINEST EVER SEEN"

OF MATERIAL HELP IN SHAPING PLANS

THERE are still a few agency men left who, because of sad experiences, do not believe that a newspaper's Merchandising Service can amount to much.

Intelligent Job

Russell N. Lockwood, of the Lockwood-Shackelford Company, a national advertising agency with offices in Los Angeles and Chicago, is not one of them. He goes on record in a letter to us, in which he writes this:

"I want to take this opportunity to thank you for the very excellent report and survey on Pyrol in the City of Los Angeles rendered to this agency on December 6, 1928.

Valuable Information

"The report is one of the finest that we have ever received from the Merchandising Service Department of a newspaper. It has been very intelligently compiled and contains a lot of very valuable information that will be of material benefit to ourselves and our client, the Kip Corporation, in determining our future plans as to what shall be done in this market."

YOUR plans in the rich Los Angeles market can just as capably be aided, if you just let us know what you want.



"Why I Read and Like The Los Angeles Examiner"

"AS a matter of fact my husband is the great reader of The Examiner in our household so, because he takes his copy downtown to his office, I am compelled to have two copies left each morning, one for Mr. Thayer and one for myself.

"I like The Examiner because of the attractive manner in which it presents the news; for its many valuable features; for its most attractive woman's page and because it is always making a fight for the people. I like everything about The Examiner, as a matter of fact. I have lived here since I was a little girl. It is always interesting to read of persons of prominence in other days than these, and The Examiner seems not to have forgotten the persons who have made history in this city."

—Mrs. John Stearns Thayer.

Mrs. John Stearns Thayer, Member of Ebell Club and prominent socially and in club circles.

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people
Member of International News Service and Universal Service
Member of Associated Press
Member of A. B. C.

mind as a sequence to that exquisitely slim figure deals with a whisper, and whispers are in such ill repute at present. . . . But here it is:

Those few whispered words made me flush with pleasure.

"How does she keep her hands so lovely? — the most beautiful hands, yet she does all her own work."

As I turned from pouring tea I realized with a thrill they were talking about me!

One of those loud whispers, you understand. Audible across a room; sometimes across a continent. But aren't whispered personalities as bad form in a drawing-room as on a platform?

The printed page is rife with personalities these days and maybe the best way to avoid friction is to pick your own and start your own whispers about yourself. Here is a girl who calls herself "The Best Dressed Girl In Town."

My friends are constantly admiring my clothes and wondering how I manage to dress so well on a small income. They just can't believe that I do my own sewing, for my clothes never have a home-made look.

She makes me think of the long-ago jingle about the foolish little maiden who had a foolish little bonnet with a ribbon and a feather and a bit of lace upon it. And that memory stunt reminds me of one of the best advertisements I've run across in a long time; best from the viewpoint of getting attention and holding it to the end with no let down in interest and with no extraneous matter to clog its progress. It isn't illustrated. It occupies less than a half column. Yet I don't think that any reader could pass it unnoticed. In good-sized type it starts off with:

I've got a good memory.

For what and why is told in two paragraphs like ordinary news, except that the type is easy on the eyes:

For mishaps, I mean. I remember the night I fell down the basement stairs. And then topped that with a very personal encounter with the door of a jam closet. A flashlight guides every journey below for me now. It's an Eveready. I want the best after that night!

And I keep it in tip-top working trim with Eveready Batteries. I've found you can't beat them. Always on the job and sticking to it longer. Ready — Eveready — that's the way I want my flashlight inside and out. I have the flashlight habit for good now. I've got a good memory.

Spoken like a man. Intuitively one knows that a man is speaking, though it is what might be called a sexless story; like the breezy Western tale "designed to appeal to the male reader." Had it been an invitation to one of my sex to walk into the parlor, might we not have seen something like this:

How I Became the Life of the Party
Told by a girl who wanted to be seen
as well as heard

It looked as if it might be the most tragic night of my life. There I was dressed in one of those creations designed to turn my friends green with envy and looking, so my mirror told me, *tres jolie*, with the added "charm and mystery of 'magnétisme'." And suddenly, just as the first dance started, the lights went out!

Darkness. Gloom. It engulfed me. Settled down over my heart. Tears threatened my makeup as Jerry groped his way to the veranda, taking me with him. No stars. No moon. Not even the glitter of my sequins could be discerned. I dropped into a chair that I had bumped into. Dejected, disconsolate, I closed my eyes.

I opened them to the realization that there was light. Whence had it come? The ballroom still lay shrouded in darkness. With a thrill I perceived that it was only upon me that the lambent beams were shining.

"Jerry," I cried, "what is that effulgent glow that has transformed me from an invisible personality into an eighty watt rayonnement?"

"That, darling," said Jerry, "is my Eveready that I always have ready to see my Sweetheart with. And now I see that you have become the life of the party."

With a surge of happiness I saw that what he saw was plainly to be seen. The crowd had left the ballroom and, guided by the light, were fluttering around me.

You, too, can achieve rayonnement simply by having an Eveready always ready when the lights go out. Write today for the intriguing little book telling you how this light when flashed at certain angles will lend you *l'air pensif, joyeux or triste*; making it easy to render to each man the particular mood best calculated to bring him to his knees.

Sometimes it seems as though advertisers look upon all women as "beautiful but dumb." Speaking as one who is neither, I can't help wishing that they would pack the double standard away in moth balls and then forget it.

One of the 311 Exclusive Accounts



Ivory Soap Flakes is another of the 311 Nationally Advertised Products that used The Examiner exclusively in San Francisco during the first 10 months of 1928.

The popularity of this fine soap is a tribute from no single class, but from the entire public. The newspaper that can carry single handed the burden of its publicity in the great market of San Francisco, and that of 310 other exclusive accounts as well, must offer practically blanket coverage.

San Francisco Examiner
AMERICAN PAPER AMERICA FIRST CALIFORNIA PAPER
 Monarch of the Pacific

One of the 28 HEARST NEWSPAPERS read by
more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
285 Madison Ave.
NEW YORK CITY

A. R. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO

E. A. WHITE ORGANIZATION, INC.

225 WEST 34TH STREET
NEW YORK

OFFICE OF THE PRESIDENT

December 24th, 1929.

Mr. T. J. Cochrane,
Local Advertising Manager,
The News,
25 Park Place,
New York City.

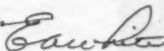
My dear Mr. Cochrane:-

As you know, we ran full pages in The News on four days of the week of September 3rd, advertising our new development at Cedarhurst, Long Island. These advertisements appeared in your papers exclusively.

As a result of this advertising, enough people came out to see our property over the following weekend to bring our sales for the weekend up to the total of \$306,000.00.

This is by far the largest response and volume of results we have ever had from our advertising.

Sincerely,



EAW:E





- .. four full pages
- .. in one week
- .. brought \$306,000 sales
- .. of building lots
- .. from News readers
- .. at a cost of \$4200.—1.4%

.. Buying power?

.. Just match it!

.. Investigate

THE NEWS

New York's Picture Newspaper

25 Park Place, New York

Tribune Tower, Chicago

QUESTIONS we like to answer

No. 11

"What are Your Circulation Plans for 1929?"

AN average net paid circulation of 300,000 a month is guaranteed for the first half of 1929.

Since our circulation gain during the last five years has averaged 3,000 a month, we expect to deliver a comfortable excess over 300,000.

All circulation is gained without premiums, cut rates, clubbing or special offers. We invite your minute analysis of our A. B. C. auditor's report.



ANY OFFICE OF NATION'S BUSINESS will discuss our circulation growth and methods in detail. Branch offices are in New York, Chicago, Detroit, Cleveland, Atlanta and San Francisco.

NATION'S BUSINESS

WASHINGTON D.C.

38 Years' Experience with Small-Space Advertising

How National Sales Were Built with Small-Space Copy by a Business That Manufactures to Order

As told to Charles G. Muller by

Frank Goodchild

Vice-President and General Manager, J. & J. Cash, Inc.

FOR more than fifty years, our company has been making woven names and labels and it manufactured frillings and trimmings for another half century before that. However, I am going to limit what I have to say to the period which comes within my own personal experience—which is the last forty-two years.

I shall skip the early part of my association with this company except to mention that in the year 1891 we began the small-space advertising of woven names which has since run continuously and has built national sales for us. Still further to shorten the preliminaries, I shall omit everything else right up to the present—for the only difference between our initial small-space advertising of forty-eight lines in 1891 and our small-space copy of today is that today's is usually smaller.

Our basic problem always has been interesting, for to merchandise the product which we manufacture it is necessary to begin at the opposite end of the usual sales procedure. We do not first manufacture a product and then go out to sell it. Instead, each of our names and labels is an individual job which can be put through the factory only when an order is secured.

We cannot make up three dozen labels bearing the name of Herbert T. Limroth or Alys de Chalenedes before we know that there are such

persons as Mr. Limroth and Miss or Mrs. de Chalenedes. And even if we did know that such people existed, we could not profitably go ahead and turn out labels bearing those names until we knew definitely that Mr. Limroth and Miss (or Mrs.) de Chalenedes wanted the job done and was willing to pay for it.

In other words, our product is so personalized (I shall limit this article to names woven for the general consuming public) that we cannot make up labels in advance and put them in stock. We must first get the order.

Because of the nature of our

business, then, advertising must do for us the sort of job which can be closely checked. It must show us concrete dollar returns for concrete dollars expended. As a result of watching our advertising closely, long years of experience have shown us that for our purposes large advertisements do not have the same constant driving appeal that small space has. Experience also has helped us to work out a method of testing copy and mediums—a method which I daresay is unique. But unique or not, it is based on nearly forty years of practice, and it works.

Very briefly to lead up to the way we test what national advertising is bringing us in the way of actual returns, let me say that our usual copy runs one column in width and ranges from four lines up to two or three inches. It ap-

THE small-space advertiser faces the unusually difficult problem of not only making his voice heard against the din created by large-space advertisers but frequently his tiny copy must be made to pay as it goes along. For thirty-eight years, J. & J. Cash, Inc., has struggled with that very problem. Its experiences are related in the accompanying article.

pears in general, women's, home and a few special class magazines and newspapers which total about twenty-five. These publications stay on our list only so long as they show pulling power according to our individual way of judging that pulling power.

Our plan is this: Every advertisement is keyed and a record of returns is kept to show (1) the number of inquiries, (2) the number of orders, and (3) the dollar volume of these orders as compared with (4) the cost of the advertising space used. At the end of the year, what we have is a list of magazines and newspapers with very definite figures showing what the advertising in them has done for us—not for our dealers, for the dealer angle is separate and one which I shall touch on later.

For example: Looking over the record for the last year I find a certain magazine at the top which shows 856 inquiries with \$1,323 worth of orders at a total advertising cost of \$2,387. Farther down is another which netted us 339 replies with \$833.36 volume of orders at a cost of \$1,535. Still farther down is a medium which shows 279 inquiries, \$844.38 orders and \$1,545 advertising cost. At the bottom we find a publication which brought us six replies and a total volume of \$8.50 at a cost of \$126.

Because direct returns to us from our advertising are merely part of the large volume that comes to us through dealer stores over the country, experience has shown that if we get 50 per cent direct dollar volume returns for what we spend in national advertising we are doing a profitable business.

Looking over our year's records, then, we find that the first three publications listed above brought us 50 per cent or better sales for each dollar spent. These were profitable for us, therefore. The last one obviously was a complete failure. The first three accordingly will be kept for the coming year; those under the 50 per cent mark will be dropped as not being the proper mediums for us to use at this time. That is the first part of our plan of judging advertising.

The second part is making tests for copy pulling power and for new mediums. The former is comparatively simple, for we merely compare results of a new advertisement with the long-time records of similar copy in similar mediums, and very quickly we know whether it is good or bad. If it obviously fails to live up to past advertisements, it comes out at once.

Testing for new mediums is nearly as simple because we have made such tests for so long. When we consider trying a new publication—and we constantly are dropping and taking on new and old magazines because from year to year the pulling power of a publication varies—we find our chief interest is not in mere circulation figures, for we would rather get a large number of replies from a market of 100,000 than fifty or sixty inquiries from a market of a million. What we do watch is actual inquiries over a period of three test months.

Average Returns Demanded

During this test we are not unduly strict about the magazine's pulling power. We do not demand from a new publication that it bring us more inquiries than the best on our list. Instead, we merely ask that it show returns comparable to returns from the average publication in the same general group. For instance, the leader in any field may bring 856 replies in a year while the second best brings 363 and the third many fewer. In such a case, we estimate the 363 figure as average and expect the new medium to draw in proportion to this.

Even then we are not arbitrary, but use a little judgment in making decisions. For instance, in the case of one publication which last year brought only \$136.07 orders for \$546 spent, we knew that a good deal of extra helpful work was done by the publication to compensate for apparent lack of pulling power. In another instance, a test showed the publication to be far below average, but certain factors were considered and the schedule maintained for a year, returns for the entire year showing a vast im-

Los Angeles Times

AGAIN FIRST IN THE WEST

23,348,948 agate lines
of advertising for 1928

Eastern Representation:
Williams, Lawrence & Creamer Co.
360 N. Michigan Blvd. 233 Madison Ave.
Chicago New York

Pacific Coast Representation:
R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

provement that put this magazine well abreast of the average. Our advertising yardstick has the elasticity of experience in it.

The third part of our plan is the laying out of the entire appropriation for a year. Here, again, experience is our guide. We budget for the coming year's work on a base of \$8,000, to which is added half of the cash sales for the past year. Simply, if the end of 1927 saw a cash sale total of \$10,000 brought in by 1927 advertising, our budget for 1928 would be \$8,000 plus half of the \$10,000 returns, or \$13,000 in all.

Our reason for this sliding scale is that our business is done primarily through stores and therefore any advertising we do is for the purpose of increasing sales through these outlets. What comes back to us from our advertising then in direct orders really is advertising money. Therefore, as we see it, half of the cash income from direct orders should go back to the factory to help pay for the goods shipped out and the remaining cash—which is our original advertising money in a different form—should go back to finish its advertising work for our dealers.

To sell through dealers is our chief object, and, fundamentally, our direct business aims solely to take care of those sections of the country where people cannot afford to go to retail outlets for such small items as woven names. But we have found, from past experience, that often a customer directed to go to a certain store has a definite dislike for the store and will refuse to buy there. Too, in some cities where we have many outlets—in one city we have twenty-two stores handling our goods—it is impossible to discriminate among many dealers for what may be only a few inquiries at a time. We cannot send three prospects to twenty-two stores. It is because of such factors as these that we accept direct orders but turn back half of the cash so received into advertising for the retailer.

In preparing the advertisements themselves, to be effective in the small space they will have to tell

our sales story, we have learned that the first characteristic to give them is a consistent style. We have tried to give our little advertisements something distinctive—not a trade figure, but a distinguishing mark that will tell consumers as they glance over a magazine page that here is another Cash advertisement.

Up until three years ago we had allowed ourselves to lose a definite continuity of identity for our advertisements, although there always had been a similarity of make-up carried through them all. For the last three years, however, we have run a black strip through our copy so as to give all advertising a touch of standardization that is recognizable.

A New Trade Character

Lately, we have adopted "The Man in the Barrel." This is the figure of a man who has lost his clothes and has had to dress himself in what came nearest to hand. With the little cartoon goes a warning "Don't lose your clothes! Mark them with Cash's Woven Names." This figure we expect to use widely, not only in our periodical and newspaper advertising, but also in circulars and posters, its purpose being to give to our advertisements that distinctive feature which will positively identify them despite their small size. When looking for our advertisement, as we know many people do when in the market for woven names, the consumer will be able quickly to find it through the man-in-the-barrel mark.

We have learned that it is very wise in using small space to stick consistently to one style month after month. This puts a strong driving power into the advertising. We know that in our case customers very definitely want to see the same general style regularly enough to recognize it as Cash's advertising.

Because the dealer makes no advertising investment whatever in our line, we must depend upon our own small-space copy to do a complete selling job. We must rely on it to get the consumer to

1929

finds a new Boston—a market of widespread prosperity. Its individual savings exceed that of any other region in the United States; its industrial health is robust; its commercial life is flourishing.

Says one of our esteemed contemporaries:

"Even a decade ago no such crowds would have come out, or celebrated so joyously, or stayed up so late, or spent so much money. That celebration (New Year's Eve) was significant of the social changes which have taken place in Boston."

—From an editorial in a Boston newspaper of Jan. 2, 1929

Attuned to this rising tempo of prosperity, the Boston Evening American becomes a more vigorous factor in covering this market than ever before, for practically half the readers of Boston evening newspapers (46% of them) choose this paper.

BOSTON EVENING AMERICAN

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS
READ BY MORE THAN 20,000,000 PEOPLE

Largest Evening Circulation in New England

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York

Boston

Chicago

Detroit

*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

1928 RECORDS

Paper Consumption

1928 110,908 tons (221,815,781 lbs.)

Ink Consumption

1928 (pounds) 5,013,544

Press Room Capacity

Four new Wood type units, the fastest in the world, were installed in The New York Times press room in June. Fifteen similar units have been ordered. The sale of The New York Times makes the enlargement of the press room a necessity. The new units will print at a guaranteed rate of 10,000 impressions at 15 pages per hour.

Capacity of presses (21 centurpies or 17 octurpies) 8-page papers per hour..... 2,176,000

Rotogravure presses (12) 8-page papers per hour..... 144,000

Total 8-page papers per hour... 2,320,000

Pages Printed

Pages in the issues for year ended December 31, 1928 (tabloid pages included)..... 28,366

Total pages printed during year ended December 31, 1928 (tabloid pages included)..... 15,267,250,520

Average number of pages in daily issue..... 81.46

Weekly..... 163,625.76

Circulation (Yearly Average) and Advertising Record

YEAR	CIRCULATION Average Daily	ADVERTISING REVENUE (Cash basis)
1906	31,516	2,237,196
1907	32,480	2,406,547
1908	35,726	2,433,193
1909	76,360	34,041
1910	82,106	40,310
1911	102,472	3,978,750
1912	100,738	39,304
1913	101,659	58,743
1914	101,770	48,354
1915	109,770	5,501,779
1916	116,629	5,397,364
1917	124,357	46,891
1918	135,067	5,656,322
1919	138,892	6,032,457
1920	171,453	6,304,298
1921	178,708	8,397,332
1922	187,018	7,184,703
1923	220,139	7,690,669
1924	242,024	8,130,425
1925	242,024	8,444,866
1926	242,024	9,327,369
1927	242,024	9,154,927
1928	242,024	9,882,562
1929	242,024	11,582,486
1930	242,024	12,509,587
1931	242,024	13,118,335
1932	242,024	13,823,482
1933	242,024	14,447,296
1934	242,024	15,171,731
1935	242,024	15,923,613
1936	242,024	16,724,232
1937	242,024	17,564,497
1938	242,024	18,447,745
1939	242,024	19,373,974
1940	242,024	20,340,688
1941	242,024	21,348,826
1942	242,024	22,397,974
1943	242,024	23,488,444
1944	242,024	24,620,688
1945	242,024	25,794,974
1946	242,024	27,019,232
1947	242,024	28,293,974
1948	242,024	29,618,444
1949	242,024	31,000,688
1950	242,024	32,431,974
1951	242,024	33,914,232
1952	242,024	35,447,974
1953	242,024	37,032,444
1954	242,024	38,668,688
1955	242,024	40,356,974
1956	242,024	42,097,232
1957	242,024	43,890,444
1958	242,024	45,736,688
1959	242,024	47,636,974
1960	242,024	49,591,232
1961	242,024	51,601,444
1962	242,024	53,667,688
1963	242,024	55,790,974
1964	242,024	57,972,232
1965	242,024	60,213,444
1966	242,024	62,515,688
1967	242,024	64,879,974
1968	242,024	67,306,232
1969	242,024	69,795,444
1970	242,024	72,347,688
1971	242,024	74,963,974
1972	242,024	77,646,232
1973	242,024	80,395,444
1974	242,024	83,211,688
1975	242,024	86,095,974
1976	242,024	89,048,232
1977	242,024	92,070,444
1978	242,024	95,162,688
1979	242,024	98,325,974
1980	242,024	101,560,232
1981	242,024	104,865,444
1982	242,024	108,241,688
1983	242,024	111,689,974
1984	242,024	115,211,232
1985	242,024	118,807,444
1986	242,024	122,478,688
1987	242,024	126,225,974
1988	242,024	130,049,232
1989	242,024	133,949,444
1990	242,024	137,925,688
1991	242,024	141,977,974
1992	242,024	146,106,232
1993	242,024	150,311,444
1994	242,024	154,594,688
1995	242,024	158,956,974
1996	242,024	163,399,232
1997	242,024	167,922,444
1998	242,024	172,526,688
1999	242,024	177,211,974
2000	242,024	181,979,232
2001	242,024	186,828,444
2002	242,024	191,759,688
2003	242,024	196,773,974
2004	242,024	201,871,232
2005	242,024	207,052,444
2006	242,024	212,317,688
2007	242,024	217,667,974
2008	242,024	223,103,232
2009	242,024	228,624,444
2010	242,024	234,231,688
2011	242,024	239,925,974
2012	242,024	245,707,232
2013	242,024	251,575,444
2014	242,024	257,530,688
2015	242,024	263,573,974
2016	242,024	269,705,232
2017	242,024	275,925,444
2018	242,024	282,234,688
2019	242,024	288,632,974
2020	242,024	295,121,232
2021	242,024	301,700,444
2022	242,024	308,371,688
2023	242,024	315,135,974
2024	242,024	322,093,232
2025	242,024	329,144,444
2026	242,024	336,289,688
2027	242,024	343,529,974
2028	242,024	350,865,232
2029	242,024	358,296,444
2030	242,024	365,813,688
2031	242,024	373,417,974
2032	242,024	381,109,232
2033	242,024	388,888,444
2034	242,024	396,755,688
2035	242,024	404,710,974
2036	242,024	412,754,232
2037	242,024	420,886,444
2038	242,024	429,007,688
2039	242,024	437,217,974
2040	242,024	445,517,232
2041	242,024	453,906,444
2042	242,024	462,385,688
2043	242,024	470,954,974
2044	242,024	479,615,232
2045	242,024	488,367,444
2046	242,024	497,210,688
2047	242,024	506,145,974
2048	242,024	515,173,232
2049	242,024	524,293,444
2050	242,024	533,506,688
2051	242,024	542,812,974
2052	242,024	552,212,232
2053	242,024	561,705,444
2054	242,024	571,292,688
2055	242,024	580,974,974
2056	242,024	590,752,232
2057	242,024	600,625,444
2058	242,024	610,594,688
2059	242,024	620,659,974
2060	242,024	630,821,232
2061	242,024	641,079,444
2062	242,024	651,434,688
2063	242,024	661,887,974
2064	242,024	672,439,232
2065	242,024	683,089,444
2066	242,024	693,837,688
2067	242,024	704,684,974
2068	242,024	715,631,232
2069	242,024	726,677,444
2070	242,024	737,823,688
2071	242,024	749,070,974
2072	242,024	760,419,232
2073	242,024	771,869,444
2074	242,024	783,421,688
2075	242,024	795,075,974
2076	242,024	806,832,232
2077	242,024	818,691,444
2078	242,024	830,652,688
2079	242,024	842,716,974
2080	242,024	854,884,232
2081	242,024	867,155,444
2082	242,024	879,529,688
2083	242,024	892,007,974
2084	242,024	904,590,232
2085	242,024	917,277,444
2086	242,024	930,069,688
2087	242,024	942,967,974
2088	242,024	955,973,232
2089	242,024	969,086,444
2090	242,024	982,307,688
2091	242,024	995,636,974
2092	242,024	1,009,075,232
2093	242,024	1,022,623,444
2094	242,024	1,036,281,688
2095	242,024	1,050,050,974
2096	242,024	1,063,931,232
2097	242,024	1,077,923,444
2098	242,024	1,092,027,688
2099	242,024	1,106,244,974
2100	242,024	1,120,575,232
2101	242,024	1,135,019,444
2102	242,024	1,149,577,688
2103	242,024	1,164,250,974
2104	242,024	1,179,039,232
2105	242,024	1,193,943,444
2106	242,024	1,208,963,688
2107	242,024	1,224,099,974
2108	242,024	1,239,353,232
2109	242,024	1,254,723,444
2110	242,024	1,270,210,688
2111	242,024	1,285,815,974
2112	242,024	1,301,539,232
2113	242,024	1,317,381,444
2114	242,024	1,333,342,688
2115	242,024	1,349,423,974
2116	242,024	1,365,625,232
2117	242,024	1,381,947,444
2118	242,024	1,398,390,688
2119	242,024	1,414,955,974
2120	242,024	1,431,643,232
2121	242,024	1,448,453,444
2122	242,024	1,465,386,688
2123	242,024	1,482,443,974
2124	242,024	1,500,625,232
2125	242,024	1,518,931,444
2126	242,024	1,537,362,688
2127	242,024	1,555,919,974
2128	242,024	1,574,603,232
2129	242,024	1,593,413,444
2130	242,024	1,612,350,688
2131	242,024	1,631,415,974
2132	242,024	1,650,609,232
2133	242,024	1,670,032,444
2134	242,024	1,689,684,688
2135	242,024	1,709,467,974
2136	242,024	1,729,382,232
2137	242,024	1,749,528,444
2138	242,024	1,769,905,688
2139	242,024	1,790,414,974
2140	242,024	1,811,057,232
2141	242,024	1,831,834,444
2142	242,024	1,852,746,688
2143	242,024	1,873,794,974
2144	242,024	1,894,979,232
2145	242,024	1,916,300,444
2146	242,024	1,937,757,688
2147	242,024	1,959,351,974
2148	242,024	1,981,083,232
2149	242,024	2,002,953,444
2150	242,024	2,024,962,688
2151	242,024	2,047,110,974
2152	242,024	2,069,498,232
2153	242,024	2,092,026,444
2154	242,024	2,114,694,688
2155	242,024	2,137,503,974
2156	242,024	2,160,454,232
2157	242,024	2,183,547,444
2158	242,024	2,206,783,688
2159	242,024	2,230,163,974
2160	242,024	2,253,788,232
2161	242,024	2,277,558,444
2162	242,024	2,301,473,688
2163	242,024	2,325,534,974
2164	242,024	2,349,742,232
2165	242,024	2,374,096,444
2166	242,024	2,398,597,688
2167	242,024	2,423,245,974
2168	242,024	2,447,979,232
2169	242,024	2,472,799,444
2170	242,024	2,497,706,688
2171	242,024	2,522,800,974
2172	242,024	2,548,082,232
2173	242,024	2,573,552,444
2174	242,024	2,599,211,688
2175	242,024	2,625,060,974
2176	242,024	2,651,100,232
2177	242,024	2,677,330,444
2178	242,024	2,703,751,688
2179	242,024	2,730,364,974
2180	242,024	2,757,170,232
2181	242,024	2,784,169,444
2182	242,024	2,811,362,688
2183	242,024	2,838,750,974
2184	242,024	2,866,334,232
2185	242,024	2,894,113,444
2186	242,024	2,922,097,688
2187	242,024	2,950,287,974
2188	242,024	2,978,684,232
2189	242,024	3,007,287,444
2190	242,024	3,036,097,688
2191	242,024	3,065,115,974
2192	242,024	3,094,342,232
2193	242,024	3,123,778,444
2194	242,024	3,153,424,688
2195	242,024	3,183,280,974
2196	242,024	3,213,348,232
2197	242,024	3,243,627,444
2198	242,024	3,274,117,688
2199	242,024	3,304,819,974
2200	242,024	3,335,734,232
2201	242,024	3,366,862,444
2202	242,024	3,398,204,688
2203	242,024	3,429,761,974
2204	242,02	

Editorial and News Department	537
Business Office	559
Mechanical Department	1,225

280,745
588,699
610,053
666,235
714,635
28,263,924
28,200,444
29,788,838
29,710,606
319,736,847

924	351,376
925	352,655
926	361,271
927	391,497
928	422,745

year ended December 31, 1928	
(tabloid pages included) . . .	15,267,250,520
Average number of pages in daily issue	51.46

Paid Postoffice Department

For year ended December 31, 1928. \$850,846

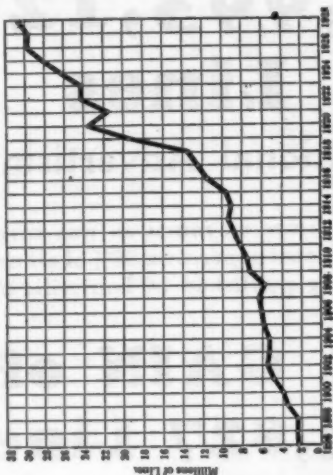
The New York Times Company owns half the capitalist stock, and the production of newspapers.

Total advertising in 1918—30,736,847 lines, the greatest

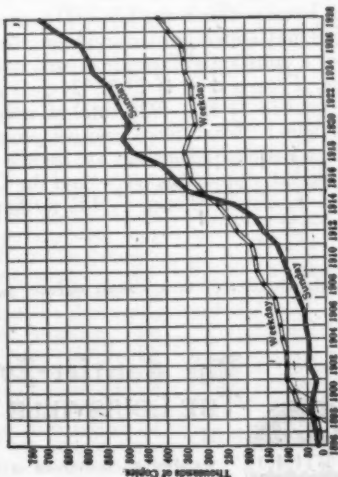
Square miles of timber rights.....	4,700
Daily capacity newspaper, tons.....	350
Hydro-electric development, horsepower	75,000
Private railroad, miles.....	50

New York Times takes more pride in the character of its advertising than in the great volume. Careful censorship rejects hundreds of thousands of lines.

1896—Advertising Growth—1928



1896—Circulation Growth—1928



The New York Times

5,993,126 Lines

National Advertising

Over six times as much as was carried by the other local paper, over 86% of all national advertising published in Louisville in 1928.

A GAIN of 544,827 Lines!

This outstanding record is particularly significant not only because the national advertiser buys space on FACTS but because this is the EIGHTH consecutive year in which the Courier-Journal and Louisville Times have shown a substantial increase in national advertising linage. From a total of 2,925,324 lines in 1921, they have vaulted to this 1928 total of nearly SIX MILLION lines! What more positive proof could there be that national advertisers are finding the big Louisville market a profitable one—and the Courier-Journal and Louisville Times THE medium through which to cover it?

Louisville's Population 329,400—U. S. Census Bureau, July 1, 1928.

over
180,000
Daily

over
145,000
Sunday

**The Courier-Journal
THE LOUISVILLE TIMES**

Member Audit Bureau of Circulation.
Represented Nationally by THE S. C.
BECKWITH SPECIAL AGENCY.

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store
opport
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go to the store so that the store will order merchandise from us. As a result, once we reach the consumer through our national advertising, we must see that the store does its part to capitalize its opportunities for point-of-sale contact with prospects.

This we accomplish through a line of dealer helps which has proved successful for years. The first of these is a counter display which carries samples of the various styles in which names may be woven, and whose bottom section has space for the insertion of cards carrying a seasonal message. Before Christmas, for example, we supply dealers with cards telling about labels as Christmas gifts. After the holidays, these cards are slipped out of the counter stand and in their place are put cards that tell how woven names are indispensable for marking the gifts which have been received at Christmas. Similarly these display stands carry messages at other times of the year to customers whose children are going to school or to camp, or who themselves are going abroad to travel, and so on through the various seasons.

In addition, we put out about two million circulars for consumer distribution. These back up the ideas suggested on the counter stands, elaborating the ways in which Cash names may be used for the family, for the office, for laundry, for boarding school, etc.

Further selling is done by means of a house magazine called "The Cash Year," which, from time to time, very successfully tells our story to stores all over the country. Now and then, we prepare a special dealer folder to promote a new idea or an old one that needs to be brought to attention once more. For example, a recent folder explains to dealers how, because our line requires no investment and no actual stock, Cash names can be sold in many departments of the store merely by using counter cards. We outline a definite plan for placing these cards in certain departments and for organizing a central clearing-house through which orders from these many

points can be made and delivered for a smooth routine. This effectively capitalizes our national advertising in many departments of the same store.

I can truthfully say that I have seen our small-space advertising make itself felt over the thirty-eight years of my experience. When it started, the Cash name was not particularly widely known. Today, I cannot get away from it.

Mail-Order Sales for 1928

Sales of Sears, Roebuck & Company for December, 1928, amounted to \$42,334,173, against \$34,485,583, an increase of 13.4 per cent. Sales for the year, 1928, were \$346,973,915, against \$292,927,257 for the year 1927, an increase of 23.0 per cent.

Montgomery Ward & Company, for December, 1928, report sales of \$31,951,820, against \$25,008,348 for December, 1927, an increase of 27.7 per cent. Sales for the year, 1928, amounted to \$232,354,738, against \$202,403,959 for the year 1927, an increase of 14.8 per cent.

Silent Automatic Account to Brooke, Smith & French

The Silent Automatic Corporation, Detroit, manufacturer of the Silent Automatic oil burner, has appointed Brooke, Smith & French, Inc., Detroit advertising agency, to direct its advertising account. Newspapers in metropolitan cities and business papers will be used.

Organize Affiliated Graphic Arts, Inc.

The Affiliated Graphic Arts, Inc., has been started at New York as a sales and advertising service for printers and producers of direct advertising. Walter J. Fillans is president, George Nugent, vice-president and Henry Beierle, secretary.

Form Taylor-Marsh Associates

Frank J. Taylor, formerly with Taylor-Eby, Inc., Detroit advertising agency, and Ward Marsh, formerly with McKinney, Marsh & Cushing, Inc., advertising agency, also of Detroit, have formed a new advertising business at that city under the name of Taylor-Marsh Associates.

To Represent "Sunset Magazine" in the East

The New York office of Archer A. King, Inc., publishers' representative, has been appointed Eastern advertising representative of *Sunset Magazine*, San Francisco.

Horse-Trading Tactics Barred by General Motors Truck Co.

"No More Excess Allowances!" Is Declaration, and Dealers Welcome It as Move for a Sounder Business

HEREAFTER when a man is buying a truck from a General Motors Truck Company dealer and wants to turn in some old equipment as part payment, he is going to have to regard himself as a buyer rather than a seller.

"In other words," says O. L. Arnold, vice-president of the company, "when, or if, our dealer takes in an old truck in this way, the customer is going to be credited with its actual market resale value and no more. We have definitely and positively broken company with the old excess allowance evil which has been such a decided detriment to the truck business for many years."

Mr. Arnold refers to the abuse of the trade-in practice as being "a modern sort of horse-trading."

Under the somewhat free-and-easy methods which have come about largely through over-eagerness in selling and the exigencies of competition, whether a man gets a good deal in the bartering of his old truck for a new one depends largely upon his ability as a haggler and the amount of time he has at his disposal. It has been the experience of General Motors, and of course of all other dealers, that these sharp trading present-day David Harums are successful in conducting the negotiations in such a way that they persuade the dealer to allow much more for the old trucks than he possibly can realize for them at resale.

"But," says Mr. Arnold, "even though they thus prove themselves to be shrewd sellers, they are by no means shrewd buyers."

"When a truck buyer accepts, as an allowance on the old equipment he is trading in, more than the vehicle is worth—as established by fair appraisal, based on its market resale value—he is contributing to a vicious chain of cause and effect that must finally be to his disadvantage."

"This is the case because excess allowance is really money. And, being money, it must come from somewhere. If it goes into the truck buyer's pocket, it obviously cannot go into the new truck he is purchasing. In plain language, what I mean by this is that the excess allowance custom has forced many manufacturers to build their trucks down to a standard that would permit the allowance to be absorbed without undue loss."

"Engineering study and research, leading to mechanical improvements, have certainly not had full encouragement under such circumstances. Betterments, increasing the efficiency of the vehicles, have in many instances run squarely up against the stubborn fact that expected excess allowances would not permit their use."

Mr. Arnold is here using polite terms to describe a condition that has existed in the truck industry—and, of course, in the producing and marketing of pleasure vehicles. Almost any manufacturer will admit, but not for publication, that he deliberately and premeditatedly adds to the retail selling price of his truck or automobile a sum which will cover, or at least reduce, the loss the dealer must assume in taking in used vehicles as part payment on new ones. And when this is done, what happens?

Pay More or Get Less

One does not have to be a very astute mathematician to see that the clever Mr. Harum either pays more for his new truck or gets less truck for the money. He has been rather good as a seller; but, as a buyer, he has helped produce a situation that is thoroughly bad for everybody concerned.

From now on, at least so far as General Motors Truck dealers are concerned, he is going to have to be a buyer rather than a seller. He can gain nothing by bartering



Seven short years ago the Packer organization was small and little known. Today it is the largest exclusive outdoor operating company in the world . . What did it? Nothing in the world but the intelligent kind of service that makes outdoor advertising pay the advertiser—and pay well.

PACKER ADVERTISING CORP.
Cleveland, Ohio


President

PACKER
THE LARGEST EXCLUSIVE OUTDOOR
OPERATING COMPANY IN THE WORLD



or haggling in behalf of his old truck.

Throughout the forty-two branches, Mr. Arnold explains, arrangements have been perfected for a practical and thorough system of appraising used trucks at their actual resale market worth. This appraisal will in every case be the judgment of several men experienced in local market conditions, for used and reconditioned equipment, and will in every case safeguard the true interests of the truck owner and buyer. No allowances will be made above the accurate appraisal figure.

"Some truck owners will not agree with us—will, mistakenly, think this means a disadvantage to them," he admits. "In the end, they, too, are bound to agree; for it is certain that they will recognize the benefits they are going to share.

"Thoughtful truck owners have already indicated that they agree with us that extra value in the truck is far sounder, far more truly a benefit, than extra allowance on the trade-in.

"How our competition will take this move we do not know; and, in fact, it is immaterial. Many good competitors will unquestionably approve and will follow this move for the general good of the industry. Others may not.

"Anyway, we count it a privilege to take the lead and to use our advantages which make this action possible. We honestly think we are here again pioneering in something that is for the good of the business as a whole. Applause is neither asked nor wanted. These are the facts as we see them."

This excess allowance problem has been worrying the motor truck industry for a long time. Paul W. Seiler, president of the General Motors Truck Company, has served for a number of years on a special committee of the National Automobile Chamber of Commerce appointed to deal with the question. Up to now apparently custom has thwarted anything like decisive or concerted action.

The branch managers, interesting to relate, are showing much favor to the new plan. Newspaper

advertising, in which the reasons for the appraisal policy are set forth in some detail, has helped them to an extent that they say they no longer fear the possible effect of competitors adhering to the old method.

New Account for Burnham Agency

Howe Folding Furniture, Inc., New York, manufacturer of folding tables, hat racks, etc., for hotels, clubs and home use, has appointed the Burnham Advertising Agency, Inc., New York advertising agency, to direct its advertising account.

Appoints Freeze-Vogel-Crawford Agency

The Falk Corporation, Milwaukee, maker of gears, couplings and speed reducers, has appointed Freeze-Vogel-Crawford, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

Public National Bank Appoints Grey Agency

The Public National Bank and Trust Company, New York, has appointed The Grey Advertising Service, Inc., of that city, to direct its advertising account. Newspapers and radio will be used.

J. C. Neale with James Fisher Agency

John Carelton Neale has joined The James Fisher Company, Ltd., Toronto advertising agency, to work on agricultural accounts. He was formerly associate editor of the *Ontario Farmer*, Toronto.

F. O. Price with "American Banker"

F. O. Price, recently on the advertising staff of the Boston *Evening Transcript*, has become associated with the *American Banker*, New York. He was formerly with the *Boston News Bureau*.

F. T. Kimball with J. Walter Thompson

F. T. Kimball, formerly director of advertising of the group insurance division of the Metropolitan Life Insurance Company, has joined the J. Walter Thompson Company, Inc.

E. M. Hunt to Join Ray G. Maxwell

E. M. Hunt has joined the sales staff of Ray G. Maxwell & Company, Inc., New York. He was formerly with *Liberty*, of that city.

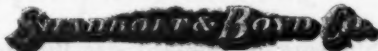
The Wisconsin FADA Distributor Comments on the Value of Wisconsin News Advertising

FRANK B. DILLON, Pres.

FRANK B. DILLON, Vice Pres. & Gen. Mgr.

JOHN E. SHADBOLT, Secy.

JOHN E. SHADBOLT, Pres.



GENERAL MERCH.

STEEL BARS
RINGS AND ORBITS
COLD ROLLED SHEETING
AUTOMOTIVE SUPPLIES
AND TIREMACHINES
LUMBER FLOORING

WAGON HARDWARE
BLACKSMITH SUPPLIES
WAGONS
AND MILL SUPPLIES
ASPHALT SHEDS
BARROWS AND EQUIPMENT

WAGON WOODSTOCK AND
RAINFORD LUMBER
AGRICULTURAL
CONCRETE SUPPLIES
HOUSEHOLD FURNITURE
BUILDING MATERIAL

REPRESENTATIVE AREA

Milwaukee

January 3rd, 1929.

Wisconsin News,
Milwaukee, Wisconsin.

Attention: Mr. John Black,
Publisher.

Dear Sir:-

Whether it is a newspaper, manufacturer, jobber or dealer who does a good job, especially at this time of the year, we believe that favorable comment is worth while.

During the past twelve weeks you have handled our radio campaign with most satisfactory results. The personal service rendered as well as the complete coverage have resulted to our satisfaction.

Your staff has worked diligently, and this co-operation assists in the sale of any merchandise.

As distributors of the Fada Radio we want to thank you for your hearty co-operation.

Yours very truly,

SHADBOLT & BOYD COMPANY

RADIO DEPT.

FBD:OH

THE Shadbolt & Boyd Co., an old and well known Milwaukee wholesale concern, Wisconsin distributors for Fada Radios, is a consistent user of Wisconsin News advertising.

The above letter tells of the results obtained by this firm from a recent campaign in the Wisconsin News, designed to increase the pre-Christmas sales of the individual Fada dealers.

The experience of this radio advertiser, and the many others who obtain equally fine return from its advertising columns, explains in a measure, the outstanding dominance of the Wisconsin News as a radio advertising medium.

One of the twenty-eight Hearst Newspapers read by more than twenty million people.

WISCONSIN NEWS

Hearst's International News Service, National Service, Associated Press, AND Bureau of Circulation.

A Great Year in Automobile Advertising for Boston Newspapers and for the

Showing of standard size Boston papers in display Automobile and Automotive Accessory Advertising.

(Figures from Boston Newspapers Statistical Bureau)

	1928	1927	GAIN
GLOBE (Daily and Sunday)	1,243,748 lines	1,058,396	185,352
*HERALD-TRAVELER (Daily and Sunday)	1,129,578	1,005,273	123,305
POST (Daily and Sunday)	1,096,623	954,865	141,758
TRANSCRIPT (Daily)	476,799	345,077	131,722
ADVERTISER (Sunday)	386,066	290,661	95,405
AMERICAN (Daily)	228,396	144,042	84,354

*Includes Sunday Herald lineage bought in combination with daily evening Traveler.

ALL BOSTON PAPERS enjoyed handsome gains over last year, and the Globe, with the largest gain, steadily increased its leadership.

The Globe also printed during the past year 978,161 lines of Classified Automobile Advertising, more than the next three papers combined.

With the development of the "two-car family" market, the need of a family advertising medium becomes more and more vital. That the Globe is the home newspaper of Boston can be demonstrated in several ways...

The Globe prints more local and suburban news than any other Boston paper.

Automotive Advertising and for the Globe particularly!

The Globe alone of the three leading daily and Sunday papers, holds its readers in Metropolitan Boston *seven days a week*. On Sunday the second paper loses 34%, the third paper loses 63% of its daily readers. And Sunday circulation is *home* circulation.

Boston merchants, who *must* reach the home, place more advertising in the Globe than in any other newspaper. The department stores place 51% more space in the Globe than in the second paper.

THE BOSTON GLOBE

Most Circulation where Most Cars are Sold

NEW ENGLAND'S AUTOMOTIVE MARKET

Within 30 miles of Boston, 36% more new cars were sold last year than in Maine, New Hampshire, Vermont and Rhode Island combined.

In Middlesex County alone more new cars were sold than in the entire State of Maine. Of the 51 cities and towns in Middlesex County where Boston Sunday papers list circulation, the Sunday Globe leads in 41, the second paper in 5.

In Suffolk County, second

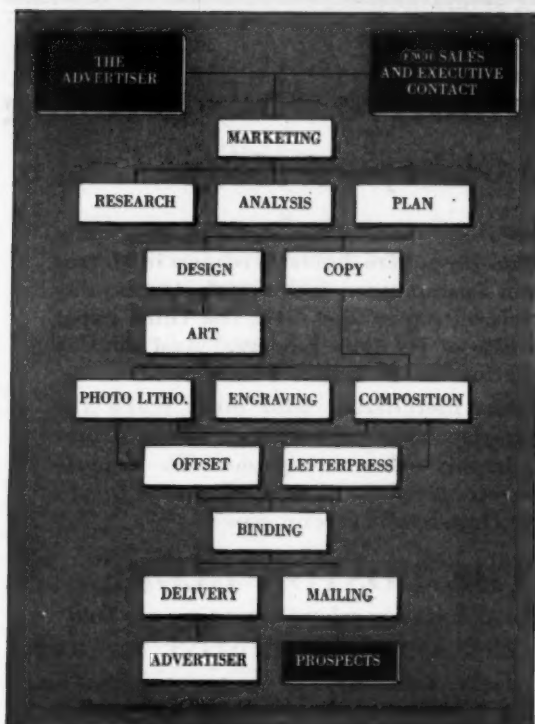
in number of new cars sold, the Sunday Globe also has a comfortable lead.

Norfolk County has the largest per family ownership of automobiles in New England. In this group of 27 communities, the Sunday Globe leads in 23.

Thus the Sunday Globe not only has the largest circulation in Boston's "City and Suburban" area, but is especially strong in the most important districts.

The Boston Globe

Most Circulation where Most Cars are Sold



Within the Evans-Winter-Hebb organization are the creative skill and the mechanical facilities that combine to make the use of direct advertising effective.



EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

Columbia 5000

New York

1950 Graybar Building
Lexington 9113

Chicago

180 North Michigan Avenue
State 3197

That Throaty Tone in Copy

Every Copy Writer Turns Elocutionist Now and Then

By Laurence G. Sherman

SIDNEY CARTON, on the scaffold, delivered himself of a bit of philosophy that might have come from the pencil of a perspiring copy carpenter in the throes of composition. "It is a far, far better thing that I do," with appropriate gestures, could well serve as the penultimate sentence in more than one piece of high-toned copy.

In fact, it is an easy form of vice in which to fall, this writing of copy with the unctuous purr of a 16-foot diapason stop. The natural enthusiasm which every good copy writer should feel for the product he is describing seems to inspire him now and then to flights of oratory, which, because they are commercial copy, fall just short of being impassioned utterances; and in so falling they often resemble a fallen angel cake in texture. They lie heavily on the mental stomach, so to speak.

I don't know how old a copy writer has to be before his taste stops improving; but during his slow progress toward the good, the beautiful and the true, if he will pause every once in a while and look back on stuff he wrote three or five years ago, he will feel a blush suffuse his corrugated brow more than once. And, *per contra*, he will stand in awe-struck admiration before other pieces written in that bygone era, and say in hushed tones: "Did I write that?" It is perfectly safe to bet that the antique pieces that make him sweat in the palms of his hands for very agony were seasoned with throaty phrases. Interlarded with heavy, majestic

movements that lumbered along with the airy grace of a self-propelling steam shovel. And the disconcerting part of it is that these soggy masterpieces filled him with secret pride at the time; while those simple, flat things that merely said what they had to say and then quit—those were just so many space-fillers.

AS the author of this article states, it is nonsense to try to fit any set of rules to copy production. The kind of copy needed always depends on what the product is and many other things. Nevertheless there are certain copy vices that should be avoided no matter what the product may be. In this article Mr. Sherman offers some advice and admonition to the copy writer who writes copy with "the unctuous purr of a 16-foot diapason stop." Try some of his tests on your own copy.

I remember what a certain New York copy chief once had to say on this subject of self-conscious writing. I had inflicted on him a mess of samples that I had written. There were some that I didn't care much about; homely, honest, homespun stuff that had no sounding brass or tinkling cymbals about them. And there were a few that were the darlings of my heart;

resonant, mouth-filling, richly eloquent. This copy chief looked over my cherished pets with not too great a show of emotion. Then when I handed him the ugly ducklings his manner changed. "This," he said, "is good stuff." I looked at him in consternation. "This," he went on, "comes to the point, says its piece and shuts up. It is good now and will still be good two hundred years from now." And so forth into a lecture on the enduring quality of genuinely good copy. Now, when I compare those rival groups of copy, I can see exactly what he meant. One group could stand the curing pickle of time, and the other couldn't.

Time is a good test of throatiness, of heavy sluggishness. The orotund sentence or phrase that is born of the white-hot ecstasy of the moment may have unsuspected

abilities in the way of coming back to haunt its author in later years, if he is addicted to keeping a sample book. But it isn't practical to wait several years for the light to dawn. Something ought to be applied at once, before the copy gets out into the world. I think everyone agrees that reading aloud is a pretty fair test. If you have to adopt an Edwin Booth manner to get it across, or if you have to step out of yourself to make the voice fit the words, the chances are that you have given birth to a little ghost of oratory that might as well be laid now while the laying is good.

I have just picked out the following piece of copy, without malice and without discrimination against anybody, to illustrate the foregoing:

Through constant improvements in manufacturing and engineering, through large scale production and increasing sales, So and So has at last broken down the price barrier—and hundreds of thousands of enthusiastic motorists now enjoy the velvet smoothness, silent power, marked economy and increasing efficiency which are possible with no other type of engine.

It makes me think of some highfalutin' copy I once wrote for a ball-bearing concern—full of such heavyweight cadenzas as this: "That co-operation, that ability to work with you, that insight into your needs which makes our service out of the ordinary—" and so on. My chief took it and read it over—then read it aloud after the manner of a parson reading the stanzas of a hymn before the choir picks up the burden. And it sounded like the droning of a minister's voice through the open window of a country church on a summer Sunday morn.

As a contrast to the copy quoted above, I am going to dig back four or five years into memory for a piece of automobile copy that moved along quite as swiftly as the car it advertised. I hope this is accurate. Anyway, it will serve to point the moral:

"A So and So is like an athlete in the pink of condition. You can't pull its cork. It won't get red-faced and puffing on the hills. Two hundred yards of eight-inch sand mean no more to a locomotive."

Which copy makes the more convincing picture of smooth power and effortless performance?

Of course there are so many different types of copy that it is nonsense to try to fit any set of rules to copy production, even if anyone knew how to make up such a set. Some products must be advertised in a formal way—and some have to be tricked out in tinsel like the gadabouts they are. And an idea properly dressed in a well-cut suit of tinsel can trip it prettily across the stage, to the credit and pride of everyone. But tog any idea out in a heavy wool blanket, awkwardly draped, and the chances are it will step on its own trappings and fall down out there in front of everybody.

Self-criticism is difficult for most of us, because the same mind that did the writing is doing the criticizing. To properly evaluate one's own work, the mind must be detached from the present splendor of the moment of creation. Out of the travail of genius come some lovely things; while right in the same litter may be one or two side-show specialties. And the proud father (if you'll forgive the biological incongruity) often can't tell which is which.

When to Guard Against the Throaty Tone

Of course light and airy copy by its own nature will never wax pompous and heavy-fatherish. Swift-moving stuff that rushes through its lines has no time to get wound up in important-sounding pronouncements. It is when serious thought is presented in serious fashion that the thin line between forceful directness and heavy flatness has to be watched with an eagle eye. Copy purporting to sell cast-iron window weights can be blunt and direct; but if it gets to shaking a pensive head and meditating aloud on the hard life of a window weight shut up in the dark forever, there will be a raucous ha-ha directed up the sleeves of a multitude of readers. I know that no one would be that silly; but there are plenty of other things besides window weights that are strutting around in the vestments

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Good News from the Condé Nast Publications



© C.N.P.

COLOUR *in* VOGUE

NOW, Vogue shows the mode in all the beauty of its natural colouring . . . fresh from the sketch-books of Paris artists . . . six editorial pages . . . a regular service rendered by no other fashion magazine . . . though Vogue has shown occasional colour sections for 12 years.

Next week's issue presents historic costumes prepared by Vogue in Paris for the Napoleon Beaux Arts Ball at the Astor . . . in time for Park Avenue to costume itself brilliantly for one of the most famous functions of the New York winter season.

So Vogue serves its public . . . and lives with them the colourful and expensive life that they lead. Why not join in showing your colourful fashion merchandise to them also in its advertising pages?

The Condé Nast Publications and Properties are: VOGUE . . . VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . . FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODEN-ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . . . THE CONDÉ NAST SYNDICATE

of the Melancholy Dane, who ought to be wearing good, honest overalls and brogans.

Every copy writer probably has a certain accumulation of heavy words and phrases that try to slip out into the light when he isn't watching. It is discouraging to build up a piece of copy to a point approaching perfection, and then find one of the irrepressibles sitting quietly in a strategic point, hoping that it won't be noticed. My own specialty, for instance, is adverbs. How I love to string a row of glistening adverbs into a sentence! Only on second reading do I see that the lovely words that seemed so colorful and bright really steal the spotlight from the one vital word that must stand out at all costs.

Of course anyone can cry havoc and point out faults. The next thing to do is to suggest a cure. If anybody wants to read a remedy, let him study Sir Arthur Quiller-Couch's book, "The Art of Writing," notably the chapter entitled "An Interlude on Jargon." I'll venture to say that in the light of that one chapter, almost anyone could take his finest Sunday best copy and see that it had turned unaccountably moldy while he was reading what Sir Arthur has to say about vague abstractions. Copy written in the spirit of direct incisiveness engendered by that special chapter couldn't help being a polished gem of perfect proportions.

To be sure this means the death of a lot of pet phrases and words. But half the time these don't mean one-tenth as much to other people as they do to their owner, who has built up a special set of associations for them in his mind. Pampered pets, they wait to rush out every time the door is opened.

A good safety valve for this internal pressure of sticky words would be to write a few sets of resolutions for various clubs to use at the death of members. Or the New Year's Message from President Poppledike to the factory hands can be pressed down and made to run over with words that have a gurgle and smack like treacle running out of a jug. This is

probably the finest opportunity to get rid of this kind of surplus verbiage. It makes everybody happy, from the man who signs it, all the way down to the workers—who don't have to read it.

Appoint Toledo Agency

The Traveler Manufacturing Corporation, Chicago, manufacturer of portable radio receivers, has appointed the United States Advertising Corporation, Toledo, to direct its advertising account. The advertising account of the Standard Radio Company, a separate sales subsidiary of the Traveler company, has also been placed with the United States Advertising Corporation. Business papers, metropolitan newspapers, magazines and direct mail will be used during the first half of 1929 by both companies.

W. C. Auer with Minneapolis "Star"

W. C. Auer has been appointed manager of the national advertising department of the Minneapolis Star. He was formerly director of automobile advertising of the Minneapolis Tribune.

Henri, Hurst & McDonald Advance N. H. Pumpian

N. H. Pumpian has been appointed head of the media department of Henri, Hurst & McDonald, Inc., Chicago advertising agency. He has been with this agency for the last five years.

J. H. Hornung Joins Dripco Corporation

J. H. Hornung, formerly advertising manager of *The Spice Mill and Building Age*, both of New York, has joined the Dripco Corporation, of that city, as sales and advertising manager.

Edison Skehan Joins F. J. Low Agency

Edison Skehan, formerly with The H. K. McCann Company, Inc., New York, has joined the F. J. Low Company, Inc., advertising agency of that city, as an account executive.

Appoints Littlehale Agency

The Signal Engineering & Manufacturing Company, New York, manufacturer of signaling and electrical control equipment, has appointed The Littlehale Advertising Agency, Inc., New York, as advertising counsel.

Appoints Fralick, Bates & Alward

The Lawton, Okla., *Constitution* has appointed Fralick, Bates & Alward, Inc., publishers' representative, as its national advertising representative.

Here in our spacious new quarters BUNDSCHO is doing better work than ever. With every modern appliance to assist us we are putting new beauty into type and doing the job in faster time.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

A MESSAGE FOR US

PROBABLY many of you in this Printers' Ink audience have been so busy making advertising history that you haven't had time to follow the growth of BETTER HOMES and GARDENS.

To remedy that situation, we summarize it for you on the opposite page.



HERE is the story of seven years growth in advertising revenue. Each year a gain over the preceding one—and a rate of gain that seems to be accelerating!

Indeed, it looks now as though 1929 will exceed 1928 by a much larger percentage than the increase of 1928 over 1927.

The reason for this growth—BETTER HOMES and GARDENS is a PROVEN, responsive medium.

(And it keeps right on proving itself to an increasing number of advertisers).

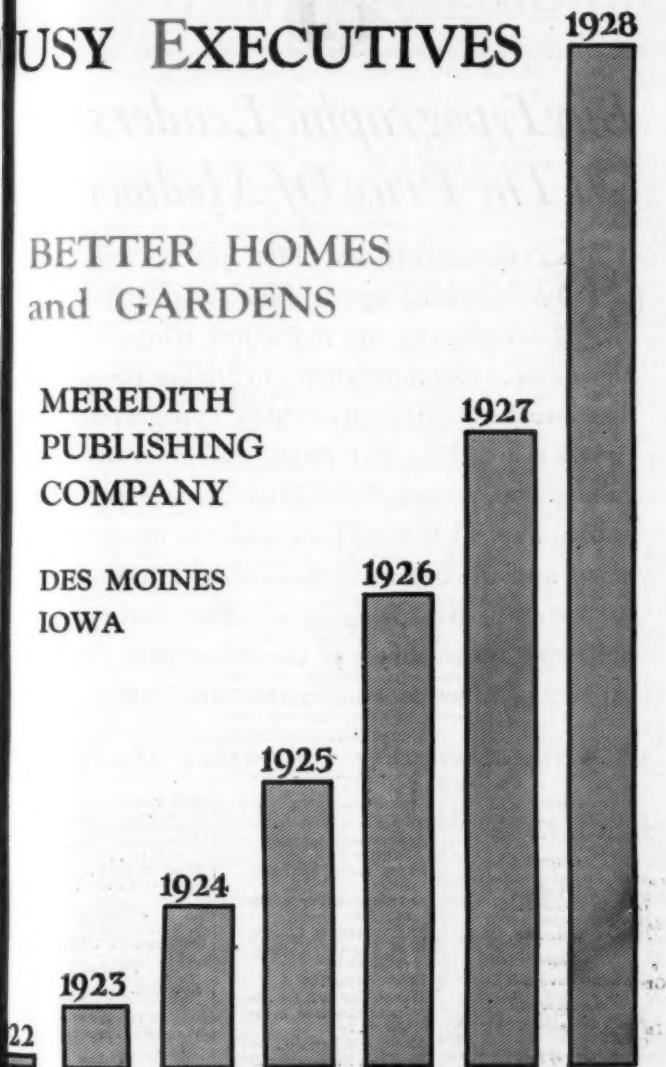


FOCUSY EXECUTIVES

BETTER HOMES
and GARDENS

MEREDITH
PUBLISHING
COMPANY

DES MOINES
IOWA





Buy Typographic Leadership At The Price Of Mediocrity

TYPOGRAPHERS differ, just as much as advertising agents differ, in their responsiveness to the quickened tempo of the times and in sustained ability to "follow through." The members of the Advertising Typographers of America are the select artist-craftsmen of their calling. They possess the initiative, taste, experience and equipment to keep pace with the modernistic *motif* and the dramatic flourish that dominate present-day advertising. ❧ ❧ ❧ Buy composition only from the members of the Advertising Typographers of America whose names are listed below.

Members Advertising Typographers of America

Boston
THE WOOD CLARKE PRESS
THE BERKELEY PRESS

Chicago
ARKIN ADVERTISERS SERVICE
BERTSCH & COOPER
J. M. BUNDSCHO, INC.
HAYES-LOCHNER
HAROLD A. HOLMES, INC.

Detroit
GEORGE WILLENS & CO.

Indianapolis
THE TYPOGRAPHIC SERVICE
Co.

Los Angeles
TYPOGRAPHIC SERVICE Co.

New York City
AD SERVICE Co.
ADVERTISING AGENCIES'
SERVICE Co.
ADVERTISING-CRAFTSMEN,
INC.
ADVERTISING TYPOGRAPH-
ERS, INC.
THE ADVERTYPE Co., INC.
E. M. DIAMANT TYPOGRAPH-
IC SERVICE
FROST BROTHERS
DAVID GILDEA & Co., INC.
HELLER-EDWARDS TYPOG-
RAPHY, INC.
MONTAGUE LEE Co., INC.
FREDERIC NELSON PHILLIPS,
INC.

SUPERIOR TYPOGRAPHY, INC.
SUPREME AD SERVICE
TRI-ARTS PRINTING CORP.
TYPOGRAPHIC SERVICE Co.
OF N. Y., INC.
KURT H. VOLK, INC.
WOODROW PRESS, INC.

Philadelphia
S. WILLENS & Co.
PROGRESSIVE COMPOSITION
Co.

Pittsburgh
EDWIN H. STUART, INC.

St. Louis
WARWICK TYPOGRAPHERS,
INC.
Toronto
SWAN SERVICE

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

Radio Advertising and the Right of Privacy

The Legal Status of the Restrictions Governing the Mention of Names of Individuals in Advertising Over the Air

By Boyd L. Bailey

Member of the New York Bar

"THE program you have just heard was given through the courtesy of the Lubrex Oil Company, maker of the fine oil used by Hardy in his trans-Pacific non-stop flight."

Assuming that this statement is entirely true, and also assuming that Hardy's consent to this use of his name has not been obtained, what, if any, are the legal consequences of the broadcaster's act?

It is elementary that if you wanted to use Mr. Hardy's name, portrait or picture in any recorded advertisement, you would first have to obtain his consent. So you could not advertise in a magazine that Hardy used Lubrex unless he first permitted it. Why? Because Hardy has a right of privacy.

A right of privacy is not a right to have privacy. Roughly and practically defined, it is a right not to have one's name, picture, photograph, or any element of individuality used for advertising and unworthy purposes by another, without one's consent. The relief for its violation is damages or an injunction or both. That this right applies to published advertisements has often been decided by American courts. But whether the right applies to oral advertisements has never been decided.

The right was first indisputably held to exist by a court of last resort in 1905 (note: *Pavesich vs.*

N. E. Life Ins. Co., 122 Ga. 190), following dubious precedents and an article in the *Harvard Law Review* published in December, 1890. This article, to which we shall again refer, was written by Mr. Brandeis (now Mr. Justice Brandeis of the United States Supreme

Court) and Samuel D. Warren and contains the first mention of the right as it is now known. So the right of privacy, even applied to recorded advertisements, is quite young.

If we see why the right of privacy was created, we shall get a little idea whether it will be used to protect against oral publication.

Not long ago there were no means of rapid transportation or communication.

People frequently were born and buried in the same county without ever having left its boundaries. It was with great difficulty that one part of the country learned what was going on in the other. Men found it easy to seclude themselves from the public and stood in no need of legal protection of their seclusion. But this situation was upset by the advent of various devices of the printing business that are used to publish the modern advertisement, together with new and rapid means of distribution. How? In general, by the advertiser's making use of the discovery that he could facilitate the sale of goods by the use

BY this time, most advertisers know that if they want to use an individual's name, portrait or picture in a published advertisement, it is best, if not essential, to secure that person's permission.

But what has the law to say with regard to the advertising use of the names of private individuals when the message is broadcast by radio? A painstaking study has been made by the author of this article in seeking an answer to this question. His findings disclose a situation of the utmost interest to all who use the radio as an advertising medium.

of the names, pictures and photographs of private individuals. Specifically, advertising that the plaintiff endorsed Doan's kidney pills. (Note: *Foster-Milburn Co. vs. Chinn*, 1909, 134 Ky. 424). By advertising on every bottle of a patent medicine that Thomas A. Edison had invented its formula. (Note: *Edison vs. Polyform*, 1907 73 N. J. Eq. 136.) By publishing the plaintiff's picture in a life insurance advertisement over the caption, "Do it now. The man who did." (Next to plaintiff's picture was the photograph of a sickly looking person, under which appeared "Do it while you can. The man who didn't.") (Note: *Pavesich vs. N. E. Mut. Life Ins. Co.*, 1905, 122 Ga. 190.) These cases are typical. In all three the courts granted an injunction or damages or both.

We see, then, that prior to the late 1800's a man's right to avoid an appearance before the public was never questioned. It was for that reason that the courts did not hold that he had a right of privacy. Or, viewed from the opposite angle, no restrictions were laid on the advertiser in this direction because he was not attempting to violate anyone's seclusion. Indeed, the advertiser could not, because he had not the mechanical means therefor.

So we see that one reason for the right of privacy is the need of protection against undesired publicity of things that are properly private (such as the kind of medicine a man uses, whether he is insured, his brand of toothpaste, etc.). To publish these things is comparable to undressing him publicly against his wishes.

There is another reason. In the above mentioned Edison case the court noted that Mr. Edison had, by long and untiring effort, made his name of great value. The defendant, without justification or excuse, had taken that name for its own purposes. The court put its decision squarely on the ground that Mr. Edison's property right in his name had been violated. So another reason for the creation of the right of privacy is that there is

a need of protection of private names, features, etc.—something as in the case of trade names.

Other reasons may be thought of but the above are the only ones that have hitherto been widely recognized. Going back to the Lubrex Oil advertisement, the mythical aviator would be chagrined to have the success of his flight attributed in large measure to the oil he used, rather than to his own skill and bravery.

The radio reaches the public; so does the periodical or newspaper. The same things can be said by radio that can be said in print. It is therefore possible to expose things to the public that are properly private by radio as well as by recorded advertisements. Similarly, it is possible to violate property rights in names by radio. So, since the same injuries can be inflicted by words that are radio broadcast as by words recorded on paper, the same legal result should follow, and the right of privacy should protect against oral publication. Or, again, taking the opposite angle as our viewpoint, the advertiser has obtained a new tool (the radio) which can inflict the same injuries as his other formerly new tools (rapid presses, means of rapid distribution, etc.) and this new tool should therefore receive the same regulatory treatment as the others.

Libel and Slander

A little light is shed on the question by the strongly analogous law of defamation (libel and slander). (Libel is written, slander is oral.) The principal differences between libel or slander and a violation of the right of privacy are three: The former are untruthful; the latter may or may not be. The former are injurious to the reputation; the latter need not be. In the case of the former, the words need be communicated only to one person; in the case of the latter, they must be communicated to the public. The three wrongs are similar in that they are all performed by words, and damages are proved and measured in the same way in libel cases as in the violation of privacy

What Are You Doing About this Underlying Market?

MERGERS and consolidations are rapidly changing the business structure of the nation. To a steadily increasing degree, the *same* men or groups of men are becoming identified with many *different* lines of industry.

This interlocking of interests has created an *underlying* market of business executives and leaders, men whose good will and favorable opinion are eagerly sought because of their widespread influence on the business community as a whole.

Few advertising media reach *all* of this group as a *group*. None can duplicate the complete coverage offered by The Magazine of Wall Street alone.

By virtue of its very editorial appeal, The Magazine of Wall Street is peculiarly the magazine of the widely interested business executive. Every two weeks it is thoroughly read by 84,000 of the nation's financial, industrial, political and social leaders. Included in this group are the major executives of the key public utilities of the country—the staffs of leading rated brokerage houses—more bankers than any other publication in America reaches—the heads of Class 1 railroads and leading automobile companies—and the outstanding figures in virtually every large industry in the United States.

This underlying market is one to think about seriously, to cultivate assiduously. Do you know of any other one medium that will deliver your advertising message to so large and select a section of the nation's real buying power for as little as \$650 a page?

GEO. A. HAMMER, *Advertising Director*

**MAGAZINE
OF WALL STREET**

C. G. WYCKOFF, *Publisher*

42 Broadway, New York

(Member of Audit Bureau Circulations)

THOS. F. BLISSERT, *Manager Financial Division*

*"The Voice
of Authority in
the Industry that
is Fundamental
to ALL Industry"*

cases that have thus far arisen. The law of slander and libel is, of course, much older than the law of the right of privacy and hence has been more fully developed. And courts sometimes show that they have defamation cases in mind when they decide new points in the law of the right of privacy. Hence the advantage of consulting the law of libel and slander.

The Application to Radio

In the field of defamation there seems to be a general principle that oral words are less injurious than written ones. In slander cases the plaintiff must prove (unless the words charge crime, loathsome disease, or *prima facie* injure him in his lawful business or profession), (Note: *Newell, Slander & Libel*, 4th Ed., p. 833-834, and *Bower*, on *Actionable Defamation*, 2d Ed., p. 22) that he was injured by them in some particular way—as by losing customers, or being discharged from a job. But if the words are written (libel), particular elements of damage need never be shown. (Note: *Id.*) In other words, the law takes it for granted, without proof, that many written words are injurious but that only a few spoken ones are.

It was suggested by Messrs. Brandeis and Warren in 1890 (Note: 4 Harv. L. Rev. at 217) that this distinction between oral and written words will be adopted in the law of the right of privacy:

The same reasons exist for distinguishing between oral and written publications of private matters, as is afforded in the law of defamation by the restricted liability for slander as compared with the liability for libel. The injury resulting from such oral communications would ordinarily be so trifling that the law might well, in the interest of free speech, disregard it altogether.

Is this statement reasonable? I shall present "the same reasons" for the distinction as they are customarily given, with comments on their application to radio-broadcasting:

(1) *Oral words do not spread as far as written ones.*

While there is no way of definitely determining how many peo-

ple hear a radio program, guesses at figures will be of interest: There are about 12,000,000 radio sets in the United States, 8,750,000 of which can hear more than local stations. Over 25,000,000 people are supposed to have heard Alfred E. Smith's last speech. One station, WEAf, claims 250,000 fairly constant listeners. (Note: These figures are from estimates of the National Broadcasting Co.) I therefore conclude that radio broadcasts may and often do reach a larger audience than any leading periodical or newspaper.

(2) *Oral words are not carried to the victim's ears and hence do not annoy him.*

This may be generally true of gossip. That it is not true of radio broadcasting is evident on the consideration that the victim, like everybody else, may tune in, and that, if he does not, his friends will tell him all about it. The right of privacy can be violated without stating anything discreditable.

(3) *Oral words are carried to the ears of people who know the victim—not to strangers.*

I wonder if anyone else heard Governor Smith's greeting over the radio to Mr. Hoover (not that the remark violated any rights of privacy).

(4) *Writing is permanent while oral words are forgotten.*

At first blush, this reason could properly be applied to radio. But the answer is apparent—that the right of privacy has been held violated by moving pictures. (Note: *Binns vs. Vitagraph Co.*, 1913, 210 N. Y. 51, L.R.A. 1915 C. 839. *Kunz vs. Allen*, 1918, 102 Kan. 883.) Since the essence of a violation of the right of privacy is exposure before the public, the duration of the time of that exposure must be the important thing—not the length of time the record will last. Radio programs and movies spend similarly short and fleeting moments in the field of public perception.

(5) *Writing requires deliberation, while speech may be careless. Hence the former, when injurious is the more blameworthy.*

Radio programs are almost as

**Years of
Leadership
Covering
the Entire
Chain Store
Field**

CHAIN STORE AGE
93 Worth Street, New York



-in other words

*the Herald Tribune
gives you the cream
of the New York market*

YOU'VE read about it in terms of corn kernels and corn shucks; of apple trees and apple pies; of milk and cream; but no matter how we say it, it always comes down to this: You can reach the choicest part of the New York market through the New York Herald Tribune.

All sorts of charts and figures can be cited to prove it. Let's take but two. They are typical.

Wherever the purchasing power of the residents is high, there the Herald Tribune coverage is high. (Park Avenue, Riverside Drive, the well-known suburban county of Westchester. Aver-



age family's purchasing power is \$6,000 a year. 22% to 26% of these families read the Herald Tribune.) Wherever the buying power of the residents is low, there the Herald Tribune coverage is low. (In New York's largest tenement district the average family's purchasing power drops to \$1,599 yearly. And but 1% of these families read the Herald Tribune.)

Mind you, we don't say that the Herald Tribune is the only good buy for the advertiser's dollar. If 300,000 quality circulation isn't enough, then you will want to add other papers to your New York list. But if a select circulation of more than 300,000 weekdays and 400,000 Sundays is enough, then there is only one answer — the New York Herald Tribune. In any case, the Herald Tribune should head your list.

The people who read it have the buying habit, they have buying power and they have influence—for they are the kind of people the retailer has learned to buy for. They know what they want. He sees that they get it. That's how popular buying trends are established. Hence the strategic importance of the Herald Tribune in any successful sales campaign in New York.

It is the uncommonly high responsiveness of its readers which has enabled the Herald Tribune to climb in only three years from 18th to third place in national advertising among all United States newspapers.

A copy of a new booklet, "A City Without Slums," will be mailed you upon request. We believe it will give you a new insight into the New York market.

NEW YORK Herald Tribune

SAN FRANCISCO
Veere & Conklin
681 Market Street

NEW YORK
225 West 40th Street

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Avenue

PHILADELPHIA
Kelly-Smith Company
Atlantic Building

carefully rehearsed as plays. So this does not apply.

Another factor that deserves further comment—it is vaguely hinted at above—is that the radio is something *new in law*. Its newness lies in the fact that it inevitably reaches the public. The only kind of oral advertising known to the authors of the article in the *Harvard Law Review* was aided at most by megaphone (as in the case of the patent medicine seller). That advertising sometimes did and sometimes did not reach the public. When it did reach the public, it did not reach as many as the radio advertisement. Clearly, one's injury is not as great when only a hundred are made acquainted with some element of his individuality as when hundreds of thousands are.

I conclude, then, that the law of the right of privacy ought not to adopt the principle that oral publications are less harmful than written ones because (1) the argument for such adoption is based on out-of-date considerations and because (2) there are affirmative reasons why the adoption should not take place.

Suppose, however, the notion that the radio is legally new fails of adoption by the courts and that they turn to the law of libel and slander for precedents. Then, as suggested by the above quotation, there are two possibilities. One is that injuries due to radio violations of the right of privacy will be considered of such slight importance that they will be totally disregarded (to say it in Latin: *De minimis non curat lex*). The other possibility is that certain violations will give rise to the right to injunction and damages and others will not. For instance: It would be illegal in a radio broadcast patent medicine advertisement, to state that a certain doctor prescribes the medicine for his patients. The doctor could almost certainly show injury to his professional standing with corresponding money loss, because people would believe he had permitted the use of his name. But it would be legal in, say, a French dressmaker's radio hour, for an announcer to describe New York's

Easter parade from Park avenue, saying he sees the distinguished Mrs. Hightone wearing a Poiret dress. Why? Because from the circumstances no one would suppose Mrs. Hightone had assented to the use of her name and thus she could prove no loss of standing thereby, or, in fact, any other loss.

The writer has made a thorough examination of the constitutional guarantees of freedom of speech in all the State and Federal constitutions. There is nothing in any of them to indicate that the right of free speech does or does not prevent the application of the right of privacy to oral advertising.

For the sake of completeness, mention ought to be made of dicta in *Brents vs. Morgan* (Note: 1927, 221 Ky. 765) in which the Kentucky Court of Appeals stated that there is no relief for oral publications in right of privacy cases. This statement was made in a case not involving radios, advertising, or oral statements. Hence it amounts to almost nothing.

Suppose the law of the right of privacy is applied to radio advertising. Would the situation be endurable? Some States, Massachusetts (Note: *Corliss vs. E. W. Walker Co.*, 64 Fed. 280), Kansas (Note: *Kuns vs. Allen*, 102 Kans. 883, 172 Pac. 532), New York (Note: Secs. 50, 51, Civil Rights Law), Georgia (Note: *Pavesich vs. N. E. Ins. Co.*, 122 Ga. 190), Missouri (Note: *Munden vs. Harris*, 153 Mo. App. 652), Ky. (Note: *Foster-Milburn Co. vs. Chinn*, 134 Ky. 424), New Jersey (Note: *Edison vs. Polyform Man. Co.*, 73 N. J. Eq. 136) recognize the right of privacy. A few, Rhode Island (Note: *Henry vs. Cherry*, 73 Atl. 97, 24 L.R.A., N. S. 991), Washington (Note: *Hillman vs. Star Pub. Co.*, 64 Wash. 691), Michigan (Note: *Atkinson vs. Doherty*, 121 Mich. 372, 46 L.R.A. 219), deny the existence of such a right. By what law would the broadcasting of a program heard in all States be controlled? That of the State where the program is heard, it seems, although there is no direct authority on the point.

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(Note: for further information on this subject see *Great Southern R. R. vs. Carroll*, 1892, 97 Ala. 126; *Vitolo vs. Bee Pub. Co.* 1901, 66 App. Div. (N. Y.) 582; *Haskell vs. Bailey*, 1894, 63 Fed. 873; *State vs. Piver*, 74 Wash. 96, *Beale's Restatement of Conflict of Laws*, p. 51 et seq., published by American Law Institute). In other words, he is bound by the law of the most stringent State. The possibility of conflicting State legislation and decisions is an argument in favor of not applying the law of privacy to radios. Think of the burden of keeping track of all the decisions and statutes of the country!

We have discussed the common law right of privacy—the kind that exists in most of the States that recognize it.

The writer has found a statutory right in only one State—New York (Note: Secs. 50. and 51, *Civil Rights Law*). (So varied and inadequate are the various systems of indexing of State statutes, however, that a more painstaking search would be necessary to say that there is no other statute. There is no reference to one in any available literature on the subject.) In New York there is no right of privacy except by statute. This statute makes it unlawful to use the name, portrait or picture of any living person for advertising purposes or for the purposes of trade without first obtaining the person's written consent. The manner of use is not stated.

But since the legislature gives to the injured person a right to obtain an injunction, it can be argued that the injury protected against is one in which an injunction would be of use. The injury, in other words, must be one which can be anticipated. Oral statements are of the type which cannot be anticipated. Hence the statute should not be applied to oral advertising. This argument was recognized by a New York court which denied relief of any kind (damages or injunction) for publication of a news article (Note: *Moser vs. Press Pub. Co.*, 1908, 59 Misc. 78). A news article, like a radio program, is placed before the public before

the victim is aware of it and is not repeated. The answer to this contention is that the statute allows damages as well as an injunction. Hence I cannot feel that the argument is particularly sound.

Another argument is that the legislature could not have been thinking of oral advertising, because there was none to amount to anything at the time the act was passed. But if the statute is applied to radio advertising it will not be the first time that an old law has been used to meet a new situation.

What is the conclusion? The nearest approach to law on the subject (dicta stated without any assurance that the writers had radios in mind) indicates that it is impossible to violate the right of privacy by oral means. But logically the right should be extended to cover radio advertising. To the man who needs practical advice in such a doubtful situation, the following seems appropriate: Procure releases or waivers just as you do in the case of written advertisements. In the Hardy-Lubrex type of case at the head of this article (where the injury is imperceptible) there is a good chance that the advertiser will not be liable. Liability is more likely where there is a provable injury—loss of earnings, loss of professional standing, etc., than where there is no such injury.

Appointed by Remington-Rand Business Service

Addison Vars, Inc., Buffalo, N. Y., advertising agency, has been appointed to direct the business-paper advertising of the Systems, Machine and Typewriter Divisions of the Remington-Rand Business Service, Inc., Buffalo.

Erwin, Wasey & Company have been appointed to direct the advertising of the Systems and Safe-Cabinet Divisions, excepting business-paper advertising.

Life Savers to Merge with Drug, Inc.

Life Savers, Inc., Port Chester, N. Y., maker of package confections, has merged with Drug, Inc., New York, a holding company for chain drug stores, operators and manufacturers. The merger also includes the Canadian business of Life Savers, Inc.

SERVED BY THE SAME EXECUTIVES

The same standards and policies which have characterized George Batten Company, Inc., and Barton, Durstine & Osborn, Inc., now govern the activities of the new corporation in its relations with clients, publishers and competitors. The clients of the agency continue to be served by the same executives who have been associated with them in their advertising through the former organizations.



CARLTON L. SPIER
Head of Copy Department
New York



ARTHUR PRYOR, JR.
Manager Radio Programs
New York



ALEX. F. OSBORN
Vice President
Manager
of Buffalo Office



FRANCIS W. HATCH
Account Representative
Ass't Manager
Boston Office



WILLARD FAIRCHILD
Art Director
New York



CHARLES P. TYLER
Copy Department
Chicago



FLETCHER L. BELT
Account Representative
New York

BATTEN, BARTON, DURSTINE & OSBORN
Incorporated
ADVERTISING

383 MADISON AVENUE, NEW YORK

CHICAGO
McCormick Building

BOSTON
10 State Street

BUFFALO
220 Delaware Avenue



All the leading American cars are bought in Argentina

Argentina has 53.9% of all the automobiles in South America

Argentina, which is now spending millions of pesos on new roads, buys 97% of its automobiles from the United States.

There are many reasons for this—greater value per dollar spent, well-established service stations for quick repairs, and constant, well-organized advertising campaigns that keep the buying public informed.

The dominance of American

cars also makes it easier to sell American tires and accessories.

The automobile section of **La Prensa** of Buenos Aires places the advertiser in touch with this rich and growing market. Nearly all the American automobile and accessory manufacturers buy space regularly in this section because they know that it reaches more readers and more buyers than any other medium in Argentina.

JOSHUA B. POWERS

Exclusive Advertising Representative

14 Cockspur Street
London S. W. 1

250 Park Avenue
New York City

What Shall We Write to Debtors Who Abuse Time Extensions?

Some Letters Which Have Proved Effective in Getting Extended-Time Debtors to Pay Their Bills

By a Collection Manager

HOW should a debtor be handled when he asks for an extension of time?

When a customer requests a favor of this nature it is because of one of three reasons. First, he cannot pay because he has not the money with which to do it. Second, he feels the money he has in hand should go to pay some debt he regards as more urgent, or to the purchase of something he thinks is vitally and immediately necessary. Or, third, he is stalling for time because it is habitual with him to put off the adjusting of an indebtedness until he is compelled to settle through threat of or actual legal proceedings.

How is a collection manager going to determine definitely the debtor's true reason for the postponement? Were he positive, for instance, that the debtor was "stringing him along," as the saying is, and had the money in hand, he would know just how to act. And would do so without hesitation. He can occasionally make a close guess, either because of previous dealings with the customer or through credit reports he may have in his file. But in by far the majority of instances, he is unable to judge with any degree of accuracy.

As a consequence, a collection manager must or should assume that the excuse given for non-payment is a truthful one and be governed accordingly. Personally, unless I am positively sure that the debtor is stalling for apparently no good reason, I always grant a request for credit extension. The percentage of debtors who procrastinate for no other reason than that they dislike to part with their money until the last minute is insignificantly small. The average man in business who seeks credit fully appreciates the value of keeping his credit good in the commer-

cial world and makes every effort to pay as promptly as he can.

In seeming to grant extensions very willingly, however, there is always that danger of giving the debtor the impression that you are "easy," and he is very apt to create the idea in his own mind that you are rather lax in your methods of collection. This may have a tendency to make him somewhat careless and negligent in his further dealings with you. So in answering his letters in which he requests an extension of time, we always strive to impress upon him three thoughts:

First, that it is really a pleasure to us to be of aid to him in his temporary financial embarrassment. In this way we are sure to retain his good feeling toward the house, and insure ourselves of his future patronage. Second, our letter is worded in such a way that he will understand we do not make a practice of granting extensions. Third, that we positively expect him to remit promptly on the extension due date without our having to write him further.

When a debtor writes for an extension before due date, at the time he receives our first statement, or a few days after the account comes due, we write him differently than when he has allowed the account to run overdue for some little time and then asks for extension.

Here is the letter:

Answering your letter of May 1st requesting an extension of time on your account.

While we feel, as you no doubt can appreciate, that our usual terms of ninety days are sufficiently long to enable our customers to prepare for and arrange payment of their accounts, we are always glad, in an exceptional case like yours, to accommodate and help them in a reasonable request.

We are, therefore, extending the payment due date on your account to May 16. Please, however, bear this date definitely in mind, and mail remittance

promptly then as we shall be looking for it in our office not later than May 18.

You will note by analyzing this letter that we have closely followed out the three thoughts we believe should be incorporated into a letter of this kind. We have told him it was a pleasure to help him; we have inferred that we do not permit extensions as a rule; and, lastly, we have impressed upon him the thought that we expect him to pay promptly on the extension due date—that further extensions should not be expected.

I have used a letter of this type for several years and it has proved to be very efficient.

When, however, a debtor asks for an extension or attempts to put us off some little time after the account becomes due and we have had to write him two or three times, although we always grant extra time, we write him in a different vein.

Here is the letter:

Frankly, we are quite surprised and a little disappointed to receive your letter of May 1 requesting an extension of time on your account *at this late date*.

Surely, you appreciate that, in the first place, our usual terms of ninety days are sufficiently long to enable anyone to prepare for and arrange payment. Besides, you have already permitted the account to run a month overdue, making it four months since the merchandise was shipped you.

Nevertheless, we are willing to make an exception in your case, and are dating our records as of May 16. Bear the date definitely in mind please, as we shall expect your remittance in our office on the morning of May 18.

Thank you.

Now let us consider how this debtor should be handled when he fails to remit on the extension due date.

To the old customer who has always paid his bills more or less promptly, or to the new customer whose account is not long overdue after the extension has matured (I might convey my meaning more clearly by saying that to the debtor to whom we wrote the first letter in this article), we write as follows:

Did you forget—

That we accommodated you by recently giving you a liberal extension of time on your account, and that—

This extension has expired?

Or, have you neglected the matter because of the pressure of business, thinking you would get to it the next day or so?

Your check has NOT been received, Mr.———!

Whatever the reason may be, however, we shall now ask that you show your appreciation of our courtesy by mailing your remittance promptly upon receipt of this letter. *We shall be looking for it.*

You will note we assume the matter has slipped his mind, or that he has delayed sending remittance through pressure of other business and expected so to do within a day or so. A friendly reminder, as it were, yet forceful, appealing to fair play, and conveying the idea that we now expect and want our money.

This letter has never offended, and has always proved effective in its result getting.

To the debtor, though, whose account will be considerably overdue after the extension, we do not wait until the extension date has expired to see if he remits. Instead, we write him the following letter so it will reach him on the extension date:

Just a reminder that—

The extension due date we gave you will expire on the day you receive this letter.

So, right now, sit down, write out your check in the amount of \$50, enclose it in the self-addressed envelope provided herewith and mail promptly.

We know you will do this, thus showing your appreciation of our courtesy, and we shall look for it in our office Tuesday morning. Thank you.

This letter is a "getter." Try it on twenty of your slow pay debtors who have requested extensions of time and to whom you have accorded the favor. Omit it with twenty others, and note the difference.

Now, if we do not receive this debtor's remittance within three days from the date we expected it, we write him this:

Do you realize that,—

You were granted an extension of time on your account; that this extension has expired; and that up to the present time your remittance has not been received.

WHY?

When we grant an extension of time on an account, it is most natural for us to expect our customer to appreciate it,

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Worcester, Massachusetts

An Expanding Market

Here in the Worcester community is New England's second largest market, exceeded only by that of Boston. And, according to the report of the Massachusetts Department of Labor and Industry for 1927, the average annual wage in Worcester was \$2.39 higher than in Boston — \$1859.68 in Boston, \$1862.07 in Worcester.

Over a period of years every part of Worcester industry has expanded. Production has increased in both volume and value. Number of wage earners has increased. Average annual wage has increased.

The following figures are taken or computed from the report of the State Department of Labor and Industry.

	1921	1927	Increase
Average wage paid - - - -	\$1,176.92	\$1,362.07	\$185.15 — 15.7%
Wage earners employed - - -	26,923	30,162	3,239 — 12%
Value of Manufactured Products	\$140,685,961	\$191,865,312	\$51,179,351 — 36.3%

The purchasing ability of the Worcester community has expanded as the number of wage earners and the average wage has increased. Diversification of industry has been a very considerable factor in this expansion.

Worcester is the second most important merchandising market in New England. It is an exceedingly profitable field for the advertiser partly because it can be covered with complete satisfaction by use of *The Telegram-Gazette* alone.

City population.....	204,560	City Circulation.....	56,768
Suburban population....	206,429	Suburban Circulation....	33,247
Total Circulation 100,288			

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

and to manifest his appreciation by promptly remitting at maturity of extension.

Your failure to do so is indeed surprising! Certainly you understand, Mr. —, that we cannot allow our accounts to run along indefinitely. And, as yours is now long overdue, we insist upon your check being mailed at once.

We do not expect to have to write you again!

This letter, too, has proved its worth to the extent that I have used it for the last three years. True, occasionally it arouses a customer's ire, although the instances are rare. But we collection managers cannot go on forever, with a given debtor, coaxing with sugar. We have to use the whip with some of them now and then.

If a debtor does not respond to this letter, it goes without saying we then feel it necessary to threaten him with suit. Unless, of course, he presents a sound, logical reason for not so doing.

In conclusion, permit me to add that of course every business house has scores or hundreds of old customers who it is known, through previous business dealings, through their financial ratings, etc., will always pay just as promptly as they are able. We handle this type accordingly.

It is also true that these same business concerns are constantly adding new customers on their books, whom they have to "hold in check" in the absence of detailed information as to their habit of paying, true financial standing, etc., and many, many old customers whom they have to prod closely to keep the accounts from growing too old. It is these latter with whom the above letters should be used.

Joins Edison Electric Appliance Company

H. D. Conklin, recently sales manager of the Swartzbaugh Manufacturing Company, Toledo, Ohio, has joined the Edison Electric Appliance Company, Chicago, in an executive capacity.

The Century Company Appoints Empire Service

The Century Company, New York, publisher, has appointed the Empire Advertising Service, of that city, to direct its advertising account.

The Maytag Washer Was Once a "Side Line"

THE CRAMER-KRASSELL COMPANY
MILWAUKEE

Editor of PRINTERS' INK:

Your editorial entitled "The Right Basis for a Side Line," in your December 20 issue, prompts me to call your attention to the Maytag Aluminum Washer as an outstandingly successful example of a "side line."

In the early nineties, The Maytag Company, Newton, Iowa, was manufacturing band cutters and self-feeders for threshing machines, supplying the markets of the United States, Canada, England, Australia and South America. However, self-feeders were a seasonable product both in selling and in manufacture, and, in order to keep the organization intact, from one season to another, it was decided to add other products to be manufactured. First, was that of the corn husker and the shredder, which proved such a success that later a grain grader and a hay press were added, and still later, about 1907, a hand power washer. Three years later a power washer to be operated by a belt from an engine was perfected. In 1911 the washer was equipped with an electric motor, and this product met with such favor that it soon gave promise of overtaking the feeder in volume of sales.

But as Mr. Maytag's interests were still centered on the problems of the farm, he set about to develop a washer that would bring to the farmer the same washing convenience enjoyed by the city people with their electric washers. Accordingly, in 1914, he attached a small one-half horse power two-cycle gas engine to the washer, much the same as the electric motor to the electric model. Once past the introductory period, the demand for the "multi-motor" washer increased by leaps and bounds, making it necessary to greatly enlarge the factory to take care of the increased business.

In 1921, the Maytag Gyrafoam Washer was developed, and after about a year of testing and proving, the company started production on a small scale of about ten washers per day. Since that time the sales have gradually increased, until today the company is manufacturing approximately 1500 Maytag washers every day, while the sales volume runs into the tens of millions of dollars annually.

It is hardly necessary to add that The Maytag Company is now concentrating its entire factory force (approximately 2,000 workers) in manufacturing Maytag washers. The "side line" has entirely displaced the manufacture of farm machinery.

C. H. BREHM.

Starts Art Studio at Grand Rapids

Gordon Kroft, formerly with the Byington Art Studios, Grand Rapids, Mich., has started an advertising art studio of his own at that city.

1929

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--and still another advertising record in **ARGENTINA**

LA NACION of Buenos Aires during the month of December, made formidable gains in the amount of display advertising published, thereby maintaining its record by an even wider margin over any other daily in Argentina. Most notable was the peak reached on December 2 and 3, for which days the lineage figures were as follows:

La Nacion	Nearest Competitor	La Nacion Leads by
101,948 lines	60,676 lines	41,272 lines

**LA NACION Regularly Carries
Much More Display Advertising Than
Any Other Daily in Argentina**

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General
Representative

383 Madison Ave., New York

Ask for
Rates
and
Sample
Copies

United States Advertising
Representatives:

S. S. KOPPE & CO., Inc.

Times Building
New York

Telephone: Bryant 6900

Extraordinary Pulling Power—Superior Coverage—Prestige

LA NACION

of Buenos Aires



WHICH do you think has the greater sale—2c stamps or Street Car rides? Please make your own estimate from the Government report which states that 16,156,090,694 stamps were issued to postmasters from the Department to replace stock sold during the fiscal year ending June 30, 1927. This included ordinary postage stamps at all prices, special delivery stamps, special handling stamps and postage due stamps.

The Street Cars of the United States average more than forty million passengers every day.

SUPPOSE you ride the S every day—say the S had never displayed advertisements on the racks with the cards in them—any time you have to ride these ads before you would say—

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STREET RAILWAYS ERT

Jan. 10, 1929

PRINTERS' INK

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CARDINAL GIBBONS

wrote the following:

"Almost every moment of the day the eye is receiving impressions from outward objects, and instantly communicating these impressions to the soul. Thus the soul receives, every day, thousands of impressions, good or bad, according to the objects presented."

Please notice that Cardinal Gibbons did not make an exception of the minds of the people while riding on the Street Cars.

The great advantage of the impressions created by the Street Car card is the fact that they are delivered to the minds of the same people every day, sometimes two and three times a day, and obviously daily reminders will make more sales than occasional or once-a-month reminders.

S ADVERTISING COMPANY



Dixie Comes to New York

When a customer comes back for more of the same, it's a pretty good indication of satisfaction. Then, when that customer voluntarily recommends you to another manufacturer in the same line (both of international calibre) you are entitled to feel pretty good about it.

This has just happened to us.

As a result of our direct-mail work for a New York organization doing business around the world, one of, if not the largest, manufacturers in his field, has come all the way up from well below Mason and Dixon's line to entrust us with the execution of an important piece of D. M.

Isn't the fact that we have succeeded so well with others an indication that we could succeed with you?

Isaac Goldmann Company

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
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Your Local Warehouse Stocks May Handicap Your Best Jobbers

The Hand-to-Mouth Jobber Who Demands Local Warehousing Is Forcing Manufacturers to Compete with Their Legitimate Wholesalers

By A. H. Deute

"IF I stand still, I get a slap in the face; if I run, I get a swift kick as I go by!" That is the way a new sales manager summed up his problems after some two weeks on the road trying to formulate a national sales policy for his house.

It had to do with carrying or not carrying warehouse stocks in various well-selected spots around the country. Before he started out on his first trip, he had before him a number of letters, most of them from some of his men, explaining that so-and-so was buying this or that line because that concern had a warehouse stock in that market, where the jobbers could pick up small lots.

"Here is how it is," one salesman wrote. "The jobber today, more than ever before, wants to buy from hand-to-mouth. He must have turnover. The jobber works on a closer and closer margin. Turnover is the life of his business. We have no stock nearer to him than our factory and that means he must anticipate his requirements from three to four weeks. He would have to tie up \$3,000 to \$4,000 in an inventory if he were to handle our line."

"Handling the Smith line, he doesn't tie up more than possibly a couple of hundred dollars—mostly in samples for display purposes. Smith has a consigned stock in this city and the jobbers can phone over and have a delivery the next morning, or the same day."

"When I call on these jobbers, they put it up to me plainly that they do not even want me to turn missionary orders over to them. They tell me such orders are designed to force them to buy and force them to tie up money. Our prices are no better than Smith's—so we haven't a thing to offer these jobbers."

With this and similar arguments confronting him, this sales manager finally put the matter before his board of directors so strongly that they agreed to let him use his judgment in placing a few warehouse stocks around the country for service purposes.

He immediately started out on a trip to arrange for this service work. Then the fun began.

It occurred to him that it might be just as well to select some cities in which the leading competitor was not at this time carrying stock.

"We'll get ourselves a few locations of our own where we can get the benefit of immediate local business," he argued.

He called on a leading jobber in such a city. The jobber was buying a little of his line. The sales manager explained his ideas for warehousing stocks locally and giving a better service. But the jobber objected emphatically.

Warehouse Would Harm This Jobber

"If you come in here with a warehouse stock," he declared, "our company will cease to be interested in your line! Have you ever stopped to consider what great harm the manufacturer does the legitimate jobber when a manufacturer's stock is carried in such a town? Keep in mind that every legitimate jobber has a mass of competition—much of it of anything but a legitimate nature. Let us consider the jobber or the wholesaler for a moment with reference to his position toward local warehouse stocks. I agree with you that many jobbers have wanted manufacturers to carry warehouse stocks, but you can't show me a jobber who has really benefitted thereby."

"What do I mean by 'legitimate'?"

jobber? In short, I mean a firm which is financially willing and able to buy in wholesale quantities and pay promptly, discounting its bills; and then put those wholesale lots, generally carloads, into its own warehouse, from which it sells and distributes in retail lots to retail merchants.

"The illegitimate jobber is a concern which has not the investment in buildings, warehouses and equipment, nor the money with which to buy and handle these wholesale lots. There are many such houses. They can exist only when they can do business not on their own stock but on stock carried for them by somebody else. If that somebody else happens to be the manufacturer of a product, and he pays the rent for the warehouse, puts in the stock of merchandise, pays the freight in, pays the warehousing charges—does all those hundred and one things—then, obviously, that manufacturer goes into active competition with the established jobber who is equipped to do that for himself.

Performs a Real Service and Expects Co-operation

"Our concern has gone through the years and developed the physical equipment for handling wholesale shipments and distributing them. We have built up the capital necessary for doing this. We are willing and able to buy in true wholesale lots and carry the merchandise, paying for it when we buy it, and selling it and distributing it. We are performing a real service for the manufacturer. We expect the manufacturer to appreciate this service for what it is worth.

"Now, if you, as a manufacturer, come into this market and rent a building or part of a building, bring in the stock, own it, finance it, and then permit others to pick it up in small lots at wholesale prices, then you are not only coming in to active competition with the legitimate jobber, but you are undertaking to undersell him. If the price at which you will sell a single case, or maybe even a broken case, is the same or only a little higher than we can sell a real

quantity for, then you are liable to start a price-cutting war with us.

"When you, as a manufacturer, come in here, therefore, with a warehouse stock, you are immediately sponsoring a group of so-called jobbers who are not jobbers at all. Not being obliged to carry stock, not being obliged to have any particular capital investment, they can naturally do business for less than we can. Somebody pays for it, though. In this case, it happens to be the man who pays the rent for the warehouse and who stands the interest charge on the invested capital. If that individual happens to be the manufacturer from whom we are now buying goods, naturally, we cannot continue to buy, finance and push such a line.

"If, with all this in mind, your house still feels that it ought to go to the expense of putting in a local warehouse stock and then go after all the local pick-up business, that's your business. But when you become our competitor, we must find something else to sell!"

There was the problem confronting this sales manager. Did the jobbers really want local warehouse stocks, or did they not?

The thing seemed to resolve itself into this: In those cities where competing manufacturers had put in warehouse stocks, a definite type of jobber had developed. He was not equipped either from the standpoint of room or money to buy and finance jobbing lots. He was satisfied to pick up in small lots and pass on these small lots at a relatively small profit. Such a jobber is the result of a local condition.

He cannot operate in any other way. He is a jobber in the sense that he buys from the manufacturer and sells to the retailer. He can operate at an expense much lower than the jobber who warehouses in real quantities. Nevertheless, this sort of jobber does not actually eliminate the expense in question. It is simply borne by the manufacturer. It means that sooner or later this expense is figured into the manufacturer's costs. It must get in there sooner or later, or it will continue to constitute a

loss and will cut down or wipe out the manufacturer's profit.

There still are buyers of merchandise—handlers of merchandise in various quantities—who shrug their shoulders and take the stand that it does not concern them if the manufacturer loses money. That's his lookout.

On the other hand, the newer conception of buying is this: A good source of supply is of vital need to the buyer. The producer who cannot make a fair margin of profit is an unsound source of supply for the buyer, because sooner or later he will go out of business. And he may go out of business at a most awkward moment for the buyer. We cannot afford to tie ourselves up with a man who cannot conduct his business on a sound basis and make a fair margin of profit. This does not mean that we can permit an inefficient manufacturer or producer merely to add a profit on top of his improper cost. It does mean that we are better off when we do business with the manufacturer whose costs are right but who also has his profits figured in right. Only the short-sighted buyer is indifferent to his manufacturer's profit. Only the short-sighted producer is willing to do business at a loss.

When the manufacturer undertakes to do a goodly part of the jobber's work and absorbs a portion of the legitimate jobbing expense, he is making a business move which is not only unfair to himself but unfair to the legitimate wholesale distributor whom he should support in every way he can.

Recently a jobber of many years experience said to me: "Manufacturers talk about their steadily rising costs of distribution. These rising costs are due, largely, to three things which the manufacturers have undertaken to do, namely, the carrying of their own warehouse stocks around the country, the carrying on of missionary selling and the making of drop shipments, especially drop shipments freight prepaid or allowed."

"Well," I said to him, "forget missionary work and drop shipments for the moment. How can

we avoid carrying warehouse stocks around the country when competitors do it?"

"No reason why you can't!" was his reply. "It all depends upon your willingness to admit that you can't get all the business in the country anyway. You aren't getting it now and probably never will come anywhere near it. If you will just recognize that fact, then you come face to face with these questions: 'So long as I know I can't get all the business, then what part of it do I want? What part will I make a genuine effort to get? Will I just grab blindly and wildly, playing a sort of blind man's buff game of business, or will I make up my mind to get a reasonable amount of a certain type of business? And, once I know what I want, will I have the mental strength to keep my eye on that business goal?'"

An Expensive Proposition

All of which brings us to this: One of the most expensive factors in present-day business, so far as the manufacturer is concerned, is that of local warehouse stocks scattered around the country. It means tying up large sums of money in excess inventory. It means a constant carrying expense. It leads, next, to a certain amount of extra office expense, often in the various warehouses. It leads to more money going into freight.

If the expense factor stopped right there, it might be absorbed, but this is only the beginning. The real mischief comes with the fact that this sort of "service" means the gradual shrinking and drying up of the service which the legitimate jobbing house is in position to render and which it can render more economically than the manufacturer. But it follows that if the manufacturer does it, then the jobber who is merely a handler of merchandise—and a small lot handler at that—forges to the front, while the legitimate jobber, with his warehouse and his capital investment, fades out of the picture.

The manufacturer substitutes his own warehousing and service, at a relatively high cost, for that which

the legitimate jobber did and could render at a lower figure.

This, in short, is the problem which confronts the sales manager when he comes to consider the matter of consigned warehouse stocks around the country. It comes to him, in the form of a concrete problem, largely through the ill-considered recommendations of salesmen who are so anxious to get the immediate order that they are unable to consider quietly the consequences which will follow.

It is a serious problem for the sales manager and remains such a problem just so long as he is unwilling to tell himself and his company that, at best, he can get only a small part of the gross national business anyway. Once he convinces himself of the futility and the idleness of trying to grasp blindly for business and undertakes to go out and develop the kind of business he is best equipped to handle, then this problem, like many others, settles itself.

Suggests Household Arts Teachers for Stylists

CHICAGO

Editor of PRINTERS' INK:

Your article "How the Department Store Stylist Affects Manufacturers," by Ruth Leigh, in the December 20 issue of *PRINTERS' INK*, on the stylist-buyer situation interested me intensely, mostly because you failed to touch on the one factor in the case with which I am most familiar.

That factor is the housewife or purchaser. The woman who goes to shop today is absolutely bewildered by the sudden array of "style" in merchandise. She doesn't know which way to turn. Unless she is guided by the prearranged co-ordination of merchandise on display, she is quite likely to make of her home a madhouse!

For instance—color. In the kitchen. Marvelous! Immediately she wants to buy a complete new outfit, all to match. So she sallies forth to the store. What does she find? Pandemonium. Knife handles one shade of green, enamel pans another shade, kitchen stoves, sinks, refrigerators, etc., all in varying shades of her chosen color. Before she gets her kitchen equipped, she is furious. If she is wise, she will go buy lacquer and color her own! Even then "apple green" or "mandarin red" come in every hue!

If she makes her own clothes, she goes the round of the stores to view the new styles of clothing. She sees how she can reproduce, at much less cost, the exact things she wants. Then

she starts to buy materials. And there is pandemonium plus!

Perhaps she is successful in purchasing the proper shade in silk for the dress she intends to duplicate. But let her try to get together all the necessary accessories and trimmings and notions in the same color! Nothing that I know of makes an intelligent woman more furious than an unsuccessful attempt to reproduce by her own saving handwork the current "latest style." Perhaps she shouldn't want to do it, but as long as the economic situation continues as it is today, it will be necessary for many women to dress snappily on much less than it takes to buy the garments ready-made.

So much for that angle, which demonstrates the need for a stylist who is intelligently able to co-ordinate a store's seasonal merchandise.

The other angle is this: the selection of the stylist. The article in *PRINTERS' INK* mentions as sources of supply the art school, the museum, and women with the ability to wear clothes smartly. Here is a bit of information that may help out some manufacturer who is puzzled as to where to secure a good one. There are many college-trained household arts teachers, who would make excellent material for a stylist. These women have experience in these things, and are posted as well on the co-ordination of the various departments of the home, so that they could easily and in a short time be trained to the duties of a stylist. They have had enough experience getting along with people, so that they would have a good initial supply of tact. And certainly, if they are good ones, they have "style sense." Even a girl just out of school, if a graduate of a standard home economics course, would be a better bet for such a position than the untrained art student who has had little experience with retail stores.

IRENE HUME TAYLOR.

Kling-Gibson Agency Adds to Staff

M. G. Prevo has joined the Kling-Gibson Company, Chicago advertising agency, as art director. He was formerly with Blackett-Sample-Hummert, Inc., and Lord & Thomas and Logan.

Hugh Rager, formerly with the *Radio Digest*, has also joined the staff of the Kling-Gibson Company, and will be in charge of its radio department.

R. L. Heaton, formerly advertising manager and more recently Albany branch manager of the S. F. Bowser Company, Fort Wayne, Ind., has become a member of the staff of the Kling-Gibson agency.

J. B. Rose with "Chain Store Review"

Julian B. Rose, formerly with the Clark Equipment Company, has joined the staff of *Chain Store Review*, New York, and will represent that publication in New York territory.

THE BRILLIANCE, ingenuity, initiative, resourcefulness—and sound common sense—of an advertising agency may be estimated by various more or less just methods; perhaps most convincingly by a study of the duration of its period of service to its clients.

MULHENS & KROPPF, INC., <i>No. 4711 Glycerina Soap and other Toilet Products</i>	1913 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THE YALE & TOWNE MANUFACTURING COMPANY, <i>YALE Locks and Hardware</i>	1914 '15 '16 '17 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 '18 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 '19 '20 '21 '22 '23 '24 '25 '26 '27 '28 '29
TERMINAL BARBER SHOPS, <i>"Where the Promise is Performed"</i>	1919 '20 '21 — — — — '28 '29
THE TEXAS COMPANY, <i>Texaco Petroleum Products</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 '21 '22 '23 '24 '25 '26 '27 '28 '29
BRILLO MANUFACTURING COMPANY, INC., <i>Brills</i>	1921 '22 '23 '24 '25 '26 '27 '28 '29
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 '26 '27 '28 '29
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres</i>	1926 '27 '28 '29
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 '28 '29
G. CERIBELLI & COMPANY, <i>Brischi</i>	1927 '28 '29
THE GEORGE W. LUFT COMPANY, INC., <i>Tangee Lipstick and other beauty aids</i>	1927 '28 '29
McKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928 '29
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928 '29
JULIUS KLORFEIN, <i>Garcia Grande Cigars</i>	1928 '29
DE FOREST RADIO COMPANY, <i>De Forest Audions</i>	1928 '29
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928 '29
I. OLLENDORFF CO., INC., <i>Ollendorff Watches</i>	1928 '29

Hanff-Metzger

Incorporated

Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

Wherever He Goes

IN Chicago is a retailer of men's clothing whose name is known from coast to coast. At his office he is a regular reader of the Daily News Record. But that is not enough. So constant is his reliance on this publication that whenever he goes on an extended trip his secretary has instructions to forward the Daily News Record first class—by air mail if possible to reach him at every stop on his entire itinerary.

Other executives, including a famous resident buyer and several department store heads, follow the same practice. The president of one of the largest manufacturing and retail clothing concerns has the Daily News Record follow him on winter vacations in the French Riviera. The head of a group of chain stores, convalescing in a hospital, 'phoned from his bed for back copies of the Daily News Record to bring him up to date.

When men of this calibre go to such pains to keep in touch with a trade publication you may be sure of two things:

First, the Daily News Record is an exceptional publication. Universally acknowledged throughout the entire textile apparel trade as the only complete and authentic source of textile market quotations, it is also the credit man's constant reliance (and by credit men familiarly, if irreverently, styled "the credit man's bible"). It is many other things as well, not the least of which is the buyer's indispensable source of daily news trends of style and demand in men's clothing and furnishings.

Second, the Daily News Record has a singularly persistent following. Not only among major executives but among men and women in every position in the textile-apparel trade from start to finish, the Daily News Record is read with unusual regularity and thoroughness.

The FAIRCHILD

CHICAGO
WASHINGTON

BOSTON

PHILADELPHIA, LOU
ROCHESTER

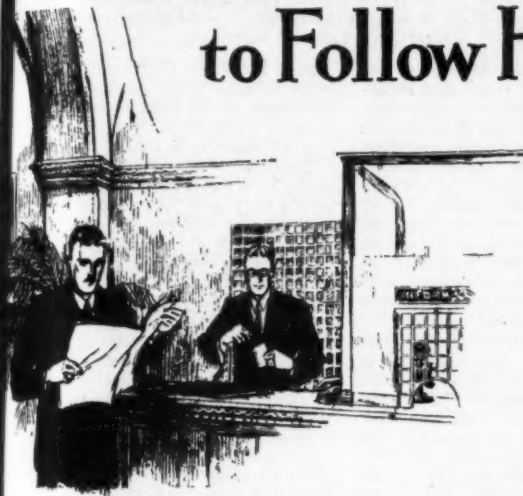
WOMEN'S WEAR DAILY
The Retailer's Newspaper
30,194 net paid (ABC)

WOMEN'S WEAR MAGAZINE
The Authority on Feminine Styles
21,348 net paid (ABC)

FAIRCHILD'S INTERNATIONAL
MAGAZINE (PARIS)
An International Textile and Style
Monthly—8,000 distribution

MAN—and his clothes—LOND
British and Continental Style No
11,000—over 9,000 net paid

esle Wants It to Follow Him



Because it is so exceptional a publication, with such an unusually attentive following, its circulation of 13,234 (net paid, A.P.C.) is of first importance to every manufacturer seeking to reach the textile-apparel trade.

The Daily News Record's circulation extends vertically throughout the textile-apparel industry. Advertising managers and Agency men will find particularly interesting the analysis, "Vertical and Horizontal Circulation," compiled by the Fairchild Marketing Research Department. It is available on request.

IL PUBLICATIONS

EAST 13th STREET, NEW YORK, N. Y.

DELPHI, LOUIS

LOS ANGELES

PARIS

LONDON

BERLIN

DAILY NEWS RECORD
Textile-Apparel News and Ideas
13,234 net paid (ABC)

MEN'S WEAR
The Men's Style Authority
14,381 net paid (ABC)

FAIRCHILD BULLETINS
LONDON — PARIS

RETAILING
*A Weekly Newspaper of Modern
Distribution Methods*
Established Jan. 5, 1929

FAIRCHILD TRADE DIRECTORIES
of the Textile-Apparel Field

**FAIRCHILD TEXTILE-APPAREL
ANALYSIS**

— LOND
Style Ne
net paid

How Wholesalers Answered Seven Questions about Their Salesmen

Among Other Things, It Was Discovered That Drug Wholesalers Are Almost Unanimous in Seeking Salesmen of a Minimum of Twenty-five Years of Age

RECENTLY, a committee of the National Wholesale Druggists' Association was asked for information regarding their attitude concerning certain matters relating to their salesmen. Seven specific questions were asked. The answers to these questions received from the association's membership, together with conclusions based on these answers, were presented to the association at its annual meeting by its Committee on Salesmen and Selling Methods.

The report of this committee follows in full. It is reprinted in these pages for two reasons: First, manufacturers are concerned in any and all efforts made by wholesalers to improve the selling ability of wholesale salesmen. Second, some of the points uncovered are of significance in the management of a manufacturer's sales organization.

* * *

We sent out a questionnaire to our members and replies were received from approximately 50 per cent of the membership before these data were completed. On the answers received we have based the percentages given in this report. We will first give the data compiled from the answers to the questionnaire, then the conclusions drawn.

In this report, no panacea is offered. Our only thought is to get, if possible, all service wholesale druggists to secure all available information bearing on present-day distribution, then with the facts at hand to study constructively their problems; when the decision is reached on what should be done, to act. We can no longer drift with the tide of trade, but must guide the business and furnish power.

Question No. 1—How do you procure your salesmen? It devel-

oped that 74 per cent endeavor to promote men from the inside organization to the sales force where possible. Twenty-six per cent seek their salesmen from outside sources.

Question No. 2—What technical preparation is required? We find only a very few that demand definite literary training or technical training such as pharmacy degree or pharmacy registration.

Question No. 3—To what extent do you acquaint your salesmen with basic conditions, and problems now confronting wholesale distributors? All reports showed an endeavor to give the salesmen some knowledge of fundamental conditions and basic distribution laws.

Question No. 4—How do you train them, aside from giving complete information on your merchandise? Answers to this question show that most houses endeavor to give complete information to their salesmen on merchandising house policies, business standards and business dealings.

Question No. 5—When a salesman is leaving his territory, do you send his successor over the territory with him? Seventy-seven per cent of the houses reporting endeavor to have a new man accompany his predecessor over the territory if the man is going into the house or leaving the firm on good terms. Twenty-three per cent do not under any condition.

Question No. 6—What age range is sought in your salesmen? This developed almost a unanimous opinion that twenty-five years is the minimum in age to seek in a new salesman. Not quite so nearly unanimous, but by far the majority, leaves thirty-five years as the maximum age.

Question No. 7—Do your salesmen collect? If not, why? Seventy-one per cent answered this question, "Yes," without comment,

or advised their salesmen collected where desired by customer, on slow accounts, or limited credit accounts. Twenty-nine per cent did not deem it advisable for the salesman to use his time for collections, and felt it a handicap to him in the sale of merchandise.

In discussion, questions number one to four will not be separated. We find it necessary to go to some length in dealing with qualifications necessary to the salesmen. It would seem that at no former time was it necessary to require so much ability and training as is needed today. Our competition is complex; not alone the service wholesale druggist working the same trade, but many manufacturers; while among the wholesalers in other lines aggressively seeking the retail druggists' business, we find the grocer, dry goods house, confectioner, stationer, tobacco, book, paper, hardware and produce houses; together with the mutual, broker, mail order and short house.

The average retail druggist today, with a fair volume in sales, has from forty to more than 100 sources of supply. A salesman now must not alone be able to understand and present his merchandise attractively and convincingly, but he must have a personality and mental training that will enable him to meet his customer on a plane so to understand his problems and command his respect and confidence, that while a salesman for the wholesaler, he becomes a buyer for the retailer. We, as well as the manufacturer, decry the order taker, yet the successful retailer who gives his attention to sales and does not attempt to make all of his money in buying cheaply, passes much business without an item effort on the part of the salesman, to the man who is big enough to instill in his mind implicit confidence in his house and himself. The wholesale druggist must hold that part of the business and strive for a greater portion.

As it stands today, the wholesale druggist is about the only source of supply the retail druggist has in which he gets his merchandise in proper turnover quan-

ties or less. Manufacturers and outside wholesalers are overselling to a point that he buys from his regular wholesale druggist in quantities too small in many instances, to be economical to himself, while it places a burden on the wholesale druggist, that to some extent tends to eliminate him as a source of supply.

If the sales force is to be replenished from the house organization, it would seem that the sales manager should work with the employer of house men to look to the proper number of men of education and aptitude for sales work to be coming on in age and experience to fill his needs. We recognize in this age of restless change, the difficulties encountered in holding a man of ability in the house until he is ready for road work, without paying for his services more than profits will allow, as well as tending to disrupt the house organization. The salesman of the present and the future, though, must be a man of good mentality and with such experience and training that he has a real background. Through him we must render real service to the retailer, not, however, an expensive or wasteful service. The salesman must help him to pass his merchandise to the consumer, balance his item turnover, reduce his buying expense, increase his selling power, and keep him abreast of his business finances.

Retailers Must Get the Facts

This program calls for a real man, one who is in possession of basic principles in regard to financing a business, proper quantities, proper credit limitations and proper expense in the different channels of distribution. It is now necessary for the salesman to be able to sell and keep sold the wholesaler. Our economical place in distribution has been attacked by propaganda. The retailer must be given the facts. No other can so surely or so fully get these facts to him as the intelligent, experienced business man salesman.

In the drug business today, a wholesaler's service is as necessary as at any former time, and must

Cock -

In 1928 the American Weekly

- increased its *page price* to \$16,000
- increased its *issue* to over 5,500,000 copies
- increased its *lineage* 57 per cent.
- increased its *color sales* 76 per cent.

And *none* of it came down the *chimney*!

The American Weekly isn't on any agency *Santa Claus* list.

Its only inside *friend* is the *profit and loss* account.

These gains are the *spoils* of *bitter battle*—against *incredulity*—against *captious prejudice*—against *Doubting Thomasism*—against *budget resistance*. And against the *most extraordinary* competition.

Every contract on the publication's books wears the *callouses* of hard labor.

A \$16,000 rate *always* raises the "stop, look and listen" sign.

Appropriations reach for the *brake* when \$192,000 suggests purchasing a dozen American Weekly color pages.

But Titan business is beginning to realize that output must have proportionate outlet.

Might can't work with minor tools.

The American Weekly is a product of *necessity* sprung from the loins of business *need*.

Effective distribution and promotion *demand*ed the creation of this *super-marketer*.

It has no equivalent—no substitute—no *rival*.

No other periodical can do the *same* job, and no alternative *combination* can *match* its *efficiency* or *meet* its *rate*.

Frat pins, golf clubs, pull's pass-keys and the usual tools of fair-haired *burglary* aren't taking orders for the American Weekly.

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Twenty-five million reader power is such an *incredible* selling force—\$16,000 is such an *unprecedented* charge—that the American Weekly must fight *short pencil* analysis clear up the line to the directors' room.

That's why a *fifty-seven* per cent lineage gain, and a *seventy-six* per cent color jump *must* convince hesitating balance sheets that *experience* and not *experiment* spent these additional millions.

We delivered a five-and-a-half-million family influence—centered in Uncle Sam's *ready-money belt*—dominating the purchasing judgment of every other home in prosperity's strongholds.

We sold *stabilized* consumption and sustained demand at *minimum* unit cost.

We *saturated* the areas of diversified employment, social concentration and *limitless* resources.

Our *race* is run and our *place* is won.

Restricted capacity is fast closing 1929 issues. Some are *already* unavailable for further color orders.

Wait-a-whilers must soon take *pot-luck*.

"It's first come, first served, and devil take the hindmost" now.

**THE AMERICAN
AWEEKLY**
Greatest
Circulation
in the World

Copyright, American Weekly, 1929

Main Office: 9 East 40th Street, New York City

BRANCH OFFICES:

Wrigley Bldg. Chicago	5 Winthrop Square Boston	753 Bonnie Brae Los Angeles	101 Marietta Street Atlanta
222 Monadnock Bldg. San Francisco	1138 Hanna Bldg. Cleveland	12-231 General Motors Bldg. Detroit	

be performed whether done by the chain-store warehouse, or single store quantity buying and warehousing, or by the wholesaler.

Let us equip our salesman with distribution fundamentals. He can then better acquaint his customer with the fact that merchandise has a quantity value, a time value and a place value. Many retailers do not fully realize that where they buy in quantities from the manufacturer and store for months, that they have space, insurance, capital, tax and labor expense, and are performing part of the functions of the wholesaler, with all of the expense incident to the same functions by the wholesaler.

No technical training will completely suffice to make a real salesman if the man is not temperamentally qualified and has integrity and industry. It does help, however, to win confidence in that the man can place himself in his customer's position, and better understand his problems. The fullest possible knowledge of economics and conditions, not alone in local territory, but national conditions and even international conditions, is of importance to the salesman, for with a knowledge of these basic business conditions, and merchandising fundamentals the man has more confidence in himself and will seek still further for knowledge. It is impossible to put words in a salesman's mouth. He should be fortified with all the information obtainable that from his storehouse of knowledge he can have the judgment to meet his problems promptly, analyze conditions, and from his understanding of the customer can often allay or entirely dissipate a misunderstanding at once that if delayed would prove troublesome if not disastrous.

When a man is being trained for a sales position, he should be thoroughly advised that his success, if a real success is attained in a pecuniary way for himself and his house, will be the result of years of service. There is an accumulative value to effort in any phase of merchandising endeavor. Perhaps it is as great to the sales-

man as in any other merchandising field.

It is generally accepted now that salesmen should be remunerated on a strictly commission basis. Percentage of commission paid in accordance with the sales effort necessary and profit shown on the merchandise, keeping in mind that the house should determine the item or items that should receive attention and effort. We must keep before the salesman the fact that ultimately his individual financial earnings and standing with the concern depend on his disposition to submerge himself in the organization with the determination to see that his organization as a whole advances. A salesman should be shown that he may advance faster than others in the organization, but that he never can advance faster than the organization.

In compensating salesmen on a commission basis, complete control over the efforts of the salesmen should be held and a demand made for the maximum volume in the territory intrusted to the salesman. He must not in any wise get the idea he is a free lance and can direct his time and effort to plans or merchandise that produce only immediate earnings. That idea is fatal to any salesman and must never be allowed to develop.

Short Sales Meetings Are Best

Frequent short sales meetings seem to be the most desirable and inexpensive way to impart information, aside from the regular sales letter. Many of the wholesalers, aside from this manner of diffusing information, arrange for their salesmen to contact frequently the heads of the departments, sales manager, credit manager and the general manager.

If a strong salesman is leaving a territory with loyalty to his house, it certainly seems desirable to have him go over the territory with his successor to acquaint him with the customers and best manner of working. Even under such conditions, however, he cannot refrain from explaining why the dealers he is not selling cannot be sold. We believe if the new salesman is

furnished a list of all dealers and allowed to make two or three trips over the territory, then the sales manager go out and meet him for a portion or all of the trip, but little of the former salesman's goodwill, if any, is lost, and the new salesman has appraised the impossible customer in a somewhat unbiased manner, and frequently gets his business after a few trips.

The subject of the salesman collecting is one that is unquestionably debatable. The ideal situation would be for the customer to settle direct with the house. There is one situation, however, that we wish to call to the attention of the service wholesaler. While the manufacturer is somewhat lenient in some instances, on the whole he presses for collections vigorously. The outside wholesaler collects promptly, and in many cases each week, while the retailer is looking to his service wholesale druggist for most of his outside financing, if allowed. Undoubtedly a salesman who can handle his collections in a business-like way, with a minimum of time, will have less credit losses, more volume, and more net profit on the average territory than where no attention is paid to collections by the man selling the merchandise.

It is necessary, however, if a salesman is to collect, that he regard terms strictly, also that he be able to deal on a man to man business-like basis on return of merchandise and allowances.

We have pointed this entire report toward the ability and training of the salesmen, with the belief the future of the service wholesale druggist depends very largely on his ability to attract to the business as salesmen men of real ability and adaptability, who will continue in this field over a period of years, that they may be properly trained for the heavy duties and responsibilities of the future sales work in the wholesale drug business.

Richard Tincher, formerly with the W. Warren Anderson Advertising Agency, Minneapolis, has joined the Harrison-Guthrie Agency, of that city.

New Accounts for Wm. B. Remington Agency

The L. L. Brown Paper Company, Adams, Mass., maker of bond and ledger papers, and the Rogers, Lunt & Bowlen Company, Greenfield, Mass., maker of sterling silverware, have appointed Wm. B. Remington, Inc., Springfield, Mass., advertising agency, to direct their advertising accounts.

The Brooks Boat Company, Saginaw, Mich., boats and boat patterns, has also placed its advertising account with the Wm. B. Remington agency.

"The Christian Science Monitor" Offices Combined

The Detroit and Cleveland national advertising offices of *The Christian Science Monitor* have been consolidated, with headquarters at Detroit. William E. Brewster, Cleveland manager, has been placed in charge of the combined territory with the title of Central advertising manager. With him will be associated Walter H. Prentiss, formerly Detroit manager. A retail advertising office will be continued at Cleveland.

Appointed Advertising Director, Hupp Motor

Frederick Dickinson has been appointed director of advertising of the Hupp Motor Car Company, Detroit. He joined the Hupp organization in 1915 and was appointed advertising manager in 1917. He later was made assistant sales manager with supervision over advertising. In his new position, Mr. Dickinson will devote his entire time to supervising advertising and sales promotion.

Now the Theis & Simpson Company, Inc.

The S. C. Theis Company, Inc., publishers' representative, has changed its name to the Theis & Simpson Company, Inc. The change is one of name only, Irwin A. Simpson having been associated with the Theis organization for the last five years, the last three years of which he has acted as vice-president of the company.

Advanced by Electric Vacuum Cleaner

Oliver B. Capelle, sales promotion manager of the Electric Vacuum Cleaner Company, Inc., Cleveland, has, in addition, been appointed to direct the advertising department of that company. His new title will be that of publicity manager.

Start New Advertising Business at Toledo

The Walter Schramm Associates is the name of a new firm which has been formed at Toledo, Ohio, to conduct a general advertising and sales promotion business.

For the 21st Consecutive Year

THE
CINCINNATI
TIMES-STAR

*Outstrips all other Cincinnati
Newspapers in 1928
with a total of*

13,231,247 Lines of
Display Advertising



CINCINNATI

[[MEMBER AUDIT BUREAU OF CIRCULATION]]
[[—100,000 GROUP OF AMERICAN CITIES]]

**TIMES-STAR leads First Morning
Paper by 2,975,780 Lines**

**TIMES-STAR leads Second Afternoon
Paper by 5,707,672 Lines**

Afternoon Papers 313 Publishing Days
Morning Paper 365 Publishing Days

Day after day, month after month and year after year, for twenty-one consecutive years the Cincinnati TIMES-STAR has held acknowledged and undisputed leadership as the outstanding advertising medium of the Greater Cincinnati Market. Its leadership is both local and national and it extends to almost every recognized classification of display advertising.

During the entire period from 1908 to 1928 inclusive, the excess display lineage of the TIMES-STAR over the morning newspaper was greater than the total display lineage carried by the morning paper during the first nine of the twenty-one years. Its lead over the second afternoon newspaper was proportionately even greater.

So decisive, so conclusive, so unanswerable are these figures as the register of relative advertising efficiency that there can no longer be any question as to the one best buy in this great, stable and prosperous market! Viewed from any angle, reader influence, advertising experience, coverage, or cost, the TIMES-STAR is indicated as first choice for every advertiser who is doing business in the Cincinnati Market!

I TIMES-STAR

CHAS. P. TAFT
Publisher

Eastern Representative:
MARTIN L. MARSH
Phone Pennsylvania 0408
24 West 40th St.
New York City, N. Y.



C. H. REMBOLD
Manager

Western Representative:
K. M. PATTERSON
Phone Central 5065
904 Union Trust Bldg.
Chicago, Ill.

More Mergers for 1929

FOR 1929 American business may look forward to a continuation of the trend of consolidations which has been such an outstanding feature of the business history of 1928. Because of this fact it also is expected that there will be a continued shifting of industries to different sections, increased uses of electrification and more switching of employment, all characterized as changes consequent to the consolidation trend.

These forecasts are based on the replies received in response to the latest survey compiled by F. M. Feiker, managing director of the Associated Business Papers, based on questionnaires sent to members of his organization and the National Conference of Business Paper Editors. The reports from 149 editors agree that business for 1928 was not so startling and not much change is anticipated in 1929.

Editor after editor records mergers, big and little, within his field. These consolidations, according to the survey, have been an attempt not so much to reduce cost of manufacture as to provide unduplicated sales and distribution machinery so as to reduce gross cost of manufacturing and sales and to increase net profits. From the replies received, it is expected that 1929 will see important mergers of automobile tire manufacturers, new combinations in the iron and steel industry for reduction of operating costs, and others in the textile industries for the purpose of decreasing operating and distributing costs. Consolidations also are foreseen among equipment manufacturers, in the hotel and hospital fields and in bus transportation.

Industrial shifts to new areas to take advantage of opportunities for greater economy in operation are continuing. The chemical industry is establishing new plants in Virginia, West Virginia, Georgia and Alabama; the textile industry is still shifting its mills to the South, but the movement is less

marked now than in recent years.

The number of employees in various industries the country over is reported to be slightly above that of 1927. In the automotive industries employment pay-rolls of 1928 marked a high peak, a development which is expected to continue through 1929. Textile employment is expected to continue the marked improvement of 1928; machine tool manufacturers have increased their employees and report a scarcity of skilled tool makers and machinists.

Brief statements concerning the situations in other industries follow:

Coal Mining: Outlook for 1929 is for further reduction of number of workers, but distinctly better annual earnings for those employed.

Petroleum: Employment decrease, due to curtailment of production and, more particularly, increasing use of automatic machinery in the industry.

Meat Packing: Methods of distribution have undergone distinct changes, due to entrance of chain-store movement in the meat field. There also has been a strong trend toward modern packaging of meat foods. Profits for 1928 expected to be considerably better than 1927.

Tires: During 1928 there was a shift from old-style tire selling by small dealers, battery shops and filling stations and the like to "drive-in" super-service stations. Manufacturers have encouraged this shift, and jobbers are reported to be rapidly ceasing to function. For 1928 there was a 12 per cent decrease in number of tires sold, which fact, together with sharp drop in crude rubber prices, concludes the year with practically no profits. The industry starts 1929 with 20 per cent of the year's market of 75,000,000 tires already manufactured.

Furniture: Chain stores reported to be rapidly increasing, especially in Middle West and South. This industry is an exception in the consolidation trend.

The report states that, with railroads operating at a high degree of efficiency, hand-to-mouth buying may be expected to be equally as strong as during 1927. The growing use of motor trucks for short-haul operations, the use of inland waterways with specially designed cargo carriers, and the advent of air transportation as a distinct industry, are three new trends which are making themselves felt in transportation of merchandise.



DOROTHY REID



MAUDE PARKER



MARGARET SANGSTER

are among the authors

who appear in the February McCall's . . .



McCALL'S

A MAGAZINE FOR WOMEN

During 192

The Pittsburgh Press led all

*—with over 50 per cent
more advertising than
the Sun-Telegraph*



The Pi

A S C
MBER A
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ed all Pittsburgh Newspapers

*—with over three times
as much advertising
as the Post-Gazette*

Advertisers who are tired
of experimenting are con-
centrating in The Press in
Pittsburgh

e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

40 Park Avenue, New York City - Chicago - Philadelphia - Detroit - Los Angeles

San Francisco - Atlanta

FIRST IN 1928

The Press-Scimitar Leads the Memphis Field In Six-Day Total Advertising Volume

PRESS-SCIMITAR is proud of this record and is pleased to submit herewith the figures as compiled by the Lake-Dunham-Spiro Agency of the advertising lineage of each Memphis newspaper.

THE LINAGE RECORDS ARE AS FOLLOWS:

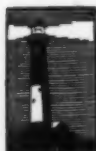
(Local Display, National and Classified Advertising, All Combined)

Memphis Press-Scimitar9,401,924 Lines
The Morning Paper9,053,786 Lines
The Other Afternoon Paper . . 7,426,860 Lines
The Sunday Paper5,523,630 Lines

The Swing to Press-Scimitar Continues!

93,312

Circulation as of the A. B. C. Publisher's
Statement of September 30, 1928.



MEMPHIS PRESS-SCIMITAR

A Scripps-Howard Newspaper

Scripps-Howard Newspapers—National Advertising Department
250 Park Avenue, New York; 400 North Michigan Ave., Chicago;
260 South Broad Street, Philadelphia
Detroit—Atlanta—Los Angeles—San Francisco

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Making It Easy for the Salesman to Fight for the House

A Plan Used by Thomas A. Edison, Inc., Which Has Helped Solve a Problem in Management

As told to Roy Dickinson

By Nelson Durand

Vice-President, Thomas A. Edison, Inc.

IT is never easy for a salesman to say "no" to a customer, for the salesman's natural desire is to please and be of service. He is taught to know his facts, to marshal them for the benefit of his buyer. He knows that it does not pay him to make statements or promises which he cannot back up or fulfil. But when it comes to an adjustment or an argument on the spot, the home office is a good distance off and the salesman, being one of the great human family, sometimes finds it easier to side with the customer than to fight for the house.

In a natural endeavor to retain a customer's good-will and for fear of losing business, he is sometimes inclined to lean over a little backward and be in too much of a hurry to recommend to the house or grant on his own hook a little extra allowance to which the customer is not entitled. In all lines of business the rightful profit that should accrue to the company on that sale belongs to the house and to the salesman. But customers themselves know how to sell and very often the customer becomes the salesman and puts his ideas over on the man who is representing the distant company.

Every sales manager and every salesman is familiar with the type of buyer who is called hard-boiled. His method is to put the salesman on the defensive from the start. By the use of bluster, threats or insinuations he tries to stampede the salesman into making some sort of extra concession. If such a man wins he gloats over his ability to strike a good bargain but has very little respect for the salesman whom he has been able to bluff. Every buyer knows in his heart that if the salesman performs his

full duty by his house and secures for it the whole rightful profit which should accrue on the sale, the hard-boiled customer may appear outwardly a little chagrined, but invariably both the salesman and the organization he represents will have his respect and admiration. It is unlikely that he will try such a scheme again upon that particular salesman. No good business man, in my opinion, wants to do business with a company that he knows is not making a fair profit. No matter what type of buyer he may be, he knows that a company whose profits are being diminished through the granting of extra concessions by weak salesmen cannot make progress, cannot start new developments or improvements in its products and will either remain at a standstill or slip backward. And that type of concern cannot long exist in these times of hard competition.

Hard to Say "No"

While I believe that every salesman realizes that giving away even a part of the rightful profit to his company on a sale indirectly affects his own pocketbook, and he does not want to give in, it is nevertheless difficult to say "no" to a big buyer at times. There also are always instances when a customer is entitled to special adjustments and extra service but merely because a company tries to be fair with its customers no salesman should get into the habit of giving away something that does not belong to him or the customer, but to his company.

All these things being true, and yet human nature being what it is, how is a company to aid a salesman to fight for the company and for his own self-respect when he is

up against a hard-boiled buyer out in the field? Letters from the sales manager, continual statements of policy, articles in house magazines, frequent sales conferences all do their part in building up the morale which will enable a salesman to say "no" when he ought to. But suppose that some adjustment is necessary and a letter is sent out from the home office to the customer. The salesman or the district manager is supposed to follow the letter in a few days with a personal call. The man on the job has reported certain facts to the home office, and some executive there has written the sort of letter he thinks is logical under the circumstances. A carbon is sent to the district manager or the salesman who is handling the matter on the spot. But it is not easy when the local man gets into the customer's presence, and, when the letter is being discussed and the customer denies having said a certain thing, to insist that he did say it several weeks before. The salesman has with him only a carbon of a letter sent by the home office. It is a letter written by somebody else to a man he calls on continually. It is far easier for him to side with the customer against the man who wrote the letter. He doesn't mean to do this but the customer may object to a certain phrase or sentence which he claims indicates a lack of knowledge of the actual facts in the case, or an unfriendly spirit on the part of the home office.

The house representative is sitting there at a desk with the man whose purchases mean bread and butter to him. The letter which he is required to discuss and fight for has not been written by him but by a man back in the plant who cannot possibly know every previous step in the dealings which have finally led to the necessity for a settlement or conference. Under such circumstances it is not at all unnatural that a company representative should find it very easy at times to agree with the man he is talking to, even though it means disagreeing with the man who wrote the letter. It isn't entirely the salesman's fault. It is natural.

How can we help a situation like this?

We have adopted a plan which we have found makes it far easier for the salesman to stand by the house when he is working on an adjustment of this sort. It is a simple plan but it has worked out very well in our case.

Salesman Is Responsible for Letter to Complainant

Instead of sending the local representative the carbon of the letter to his customer we send the original. We write the best letter we know how from the facts in hand, and then send the actual letter on to the man. In a separate note to our representative we explain the situation as follows: "Here is a letter written from the facts in hand in reference to the case which you are working on. If this letter meets with your full approval drop it into the nearest mail box. It represents company policy and is fair both to the customer and the house, in our opinion. However, if any paragraph of this letter seems to you to be wrong from the facts you know do not hesitate to suggest changes or to offer corrections."

We want the local man not only to have a part in suggesting how the letter should read, but we want him also actually to mail it. It is then his letter, not a company letter. We are careful to consider the local man's suggestions for changes in the wording of the letter. We want it to meet with his full and active approval before it is mailed, and then having mailed it we expect him to fight for it if necessary. Such a plan, we have found, substitutes at the later interview "you will recall that you said," for "perhaps I did misunderstand what you said."

It changes uncertainty and possible vacillation into certainty and positive action.

It is a simple plan, this sending on of the actual letter before mailing, instead of the carbon of a letter which has already been mailed, but it has produced results out of all proportion to its simplicity. It makes it far easier for the salesman to stay on the side of the

H O M E BUILDERS CATALOG

1929
EDITION
NOW OVER 1000 PAGES

FORMS CLOSE
FEBRUARY ONE

house which employs him when a dispute has arisen.

And isn't it true that, unless the house realizes its local distributors and the salesmen it employs are partners in the business, entitled to a voice in fixing the company policy by which they are bound, the home office has very little excuse to complain if the local men find it easier to say "maybe" when "no" is the word that should have been used?

Purchases the "House Furnishing Journal"

The *House Furnishing Journal*, New York, has been purchased by the Incorporated Business Papers Company, of that city. Charles B. Rosengren, formerly vice-president and manager of the *House Furnishing Review*, is president of the Incorporated Business Papers Company, and will have charge of advertising.

J. G. Lamb Starts Philadelphia Advertising Business

James G. Lamb, for the last eighteen years with the Scott Paper Company, Chester, Pa., and more recently its vice-president, has started an advertising business at Philadelphia under the name of the James G. Lamb Company. While with the Scott Paper Company, Mr. Lamb had charge of advertising.

Caterpillar Tractor Buys Russell Grader Company

The Caterpillar Tractor Company, San Leandro, Calif., has purchased the Russell Grader Manufacturing Company, Minneapolis. The Russell line of road-building machinery will be manufactured by the road machinery division of the Caterpillar Tractor Company, in the Minneapolis plant.

Joins Irwin Auger Bit Company

Neva Dell Ross has been appointed sales promotion manager of the Irwin Auger Bit Company, Wilmington, Ohio, maker of "Irwin" auger bits. She was formerly advertising manager of R. H. Barker Company, hardware, Pontiac, Mich.

Appoints G. M. Basford Company

The Naylor Pipe Company, Chicago, manufacturer of Toncan Iron Spiral-weld pipe, has placed its advertising account with the G. M. Basford Company, New York advertising agency. Business papers and direct mail will be used.

Form Flagler-Thorn-McCuaig, Inc.

The DeForest Porter Advertising Service, Inc., and McCuaig-Thorn, Inc., advertising, both of Buffalo, N. Y., have been merged. Morse I. Flagler, formerly vice-president and general manager of the DeForest Porter Advertising Service, Inc., has joined with Ralph Thorn and C. B. McCuaig in the new business which will be known as Flagler-Thorn-McCuaig, Inc.

Head Motor and Equipment Sales Division

T. W. Whipple, of Whipple's, Binghamton, N. Y., and M. C. DeWitt, of the Champion Spark Plug Company, Toledo, have been elected chairman and vice-chairman, respectively, of the newly formed sales development committee of the Motor and Equipment Association. This committee will frame a sales development program which will form the basis of all activities of the association.

T. K. Cree Heads Pittsburgh Office of Alling & Cory

Thomas K. Cree has been made general manager of the Pittsburgh division of The Alling & Cory Company, paper manufacturer, to succeed the late Arthur H. Smith. Alan Chandler has been made manager of sales and merchandising, fine paper department, and William D. St. Clair, manager of sales and merchandising, wrapping paper and roofing department.

E. G. Weed to Direct Pyrene Sales and Advertising

E. G. Weed, for the last six years president and general manager of the Pyrene Manufacturing Company of Canada, Ltd., has been made vice-president in charge of sales and advertising of the Pyrene Manufacturing Company, Newark, N. J., maker of fire extinguishers, skid chains and anti-freeze mixture.

U. S. Rubber Consolidates Advertising Activities

The United States Rubber Company, New York, has consolidated all its advertising and publicity activities into one department. William F. Earls, formerly advertising manager of the general division of the company, has been placed in charge, with the title of general manager of advertising.

Earl Shea with Pittsburgh "Press"

Earl Shea, formerly assistant advertising manager of the Indianapolis *News*, has joined the Pittsburgh *Press* as assistant to Frank Carroll, assistant business manager.



ZOOM!

Racing mail trucks . . . racing engines on the waiting planes . . . zoom! . . . and they're off . . . away into the air lanes. There go your mats . . . to the Calico Rock Gazette far down near the Salton Sea . . . to the Journal at Pine Ridge in the far away mountains of the Northeast . . . a hundred different destinations.

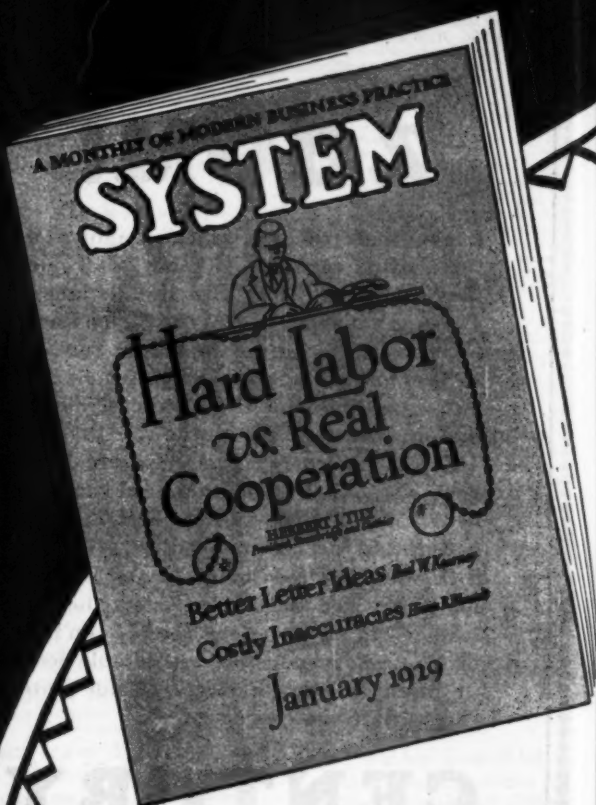
Fine . . . no worry about those schedules being met. That is, if you placed your order with the house "Where Performance is Keyed to Meet Your Need!"

One or hundreds of mats and stereotypes made, checked and mailed before the day is done . . . all under one roof . . . on one floor . . . one responsible, answerable head . . . night and day service . . . color-plate care with newspaper speed.


CENTURY Electrotype Company

MATRICES . STEREOTYPES
ELECTROTYPES . LEAD MOLDS
NICKELTYPES

547 South Clark Street, Chicago, Illinois



System serves department heads, office managers, purchasing agents and others in large businesses; owners and operating heads of smaller businesses.



Why Concentrated Circulation?

Because the reliable yardsticks show that 70% of America's business is concentrated in 14 states

. . . . Because distribution facilities are so organized that leads can be followed and sales produced most economically in these same states

. . . . System circulation is built to parallel the placement of Business. Some 75% of System circulation is, and will continue to be, concentrated in the 14 leading business states.

SYSTEM

A MONTHLY OF MODERN BUSINESS PRACTICE

Published by A. W. Shaw Division of
McGraw-Hill Publishing Company, Inc.

Chicago

New York



SPEED!

New York's keynote . . . steps
up **THE NEW YORK**
TELEGRAM to our town's
tempo!

For here's a paper made for New
Yorkers by New Yorkers. A fighter.
A sportsman. A flair for social life.
A deep regard for the theatre, music,
good writing, clear thinking. . . .
Above all, fast on its feet, quick on the
turn, and with a settled determination
to find out where New York is going,
and to meet it when it gets there.

THE NEW YORK TELEGRAM

A Scripps-Howard Newspaper



Member of the United
Press and Member of
the Audit Bureau of
Circulations. National
Advertising Depart-
ment: 250 Park Ave-
nue, New York City.

How Far Can State Legislatures Go in Fixing Prices?

The United States Supreme Court Declares That the Tennessee Statute Fixing Gasoline Prices Is Unconstitutional

IN 1927, the State legislature of Tennessee enacted a statute which operated to regulate the price at which gasoline is sold in that State. Briefly, the bill created a State Division of Motors and Motor Fuels, headed by a superintendent who was directed to study the costs of gasoline production of the various producers of gasoline. With this information available, he was empowered to decide whether the prices charged by any company were too high and, if they were, to lower them. Another provision of the statute provided that any consumer or dealer in gasoline was privileged to complain to the superintendent regarding the price charged for gasoline by any company. It was then up to the superintendent to order a hearing and direct a price change if he saw fit.

The statute raised a number of legal questions, the answers to which are of real importance to manufacturers in various industries. Of these questions, perhaps the outstanding one is: How far can State legislatures go in fixing prices? In other words, if Tennessee may legitimately fix the price at which gasoline is sold, what additional products might similarly come under State price regulation? There are other products that are in equally widespread use and which are consumed in equally large quantities and that are equally necessary and indispensable in carrying on the private and business life of a State's people. Flour, for example. And since clothing is an essential of present-day life, various items of apparel might also be subjected to State price control were this Tennessee act found constitutional.

Fortunately, however, for many manufacturers, the Supreme Court of the United States has decided against the State of Tennessee and in favor of The Standard Oil Company of Louisiana and The Texas

Company—the two corporations which carried the fight to the highest court in the land. The decision was delivered by Justice Sutherland. Justice Holmes dissented without opinion from the majority opinion, and Justice Brandeis and Justice Stone concurred in the result.

Both corporations charged that the statute was unconstitutional. The decision of the Supreme Court brings out the fact that the bill was adopted in 1927 and that its purpose and effect are to fix prices at which gasoline may be sold within the State. The Supreme Court then stated: "It is settled by recent decisions of this Court that a State legislature is without constitutional power to fix prices at which commodities may be sold . . . unless the business or property involved is affected with a public interest." In this connection, the Court pointed out that merely because a business is large, or because the public is warranted in having a feeling of concern in respect of its maintenance, is no reason for assuming that it is "affected with a public interest."

The Court then declared: "In support of the act under review it is urged that gasoline is of widespread use; that enormous quantities of it are sold in the State of Tennessee; and that it has become necessary and indispensable in carrying on commercial and other activities within the State, but we are here concerned with the character of the business, not with its size or the extent to which the commodity is used.

"Gasoline is one of the ordinary commodities of trade, differing, so far as the question here is affected, in no essential respect from a great variety of other articles commonly bought and sold by merchants and private dealers in the country. The decisions referred to above make it perfectly clear that the business of

dealing in such articles, irrespective of its extent, does not come within the phrase 'affected with a public interest.' Those decisions control the present case."

Another feature of the statute to which Standard Oil of Louisiana and The Texas Company objected appeared in what is known as section eight of the act. This section provided that it shall be unlawful to grant any rebate, concession or gratuity to any purchaser for the purpose of inducing the purchaser to purchase, handle, or use the gasoline of a particular dealer. It also provided that it shall be unlawful to sell gasoline at different prices to purchasers in the same locality or in different localities.

Regarding these provisions of the bill, the Supreme Court said: "... they are unconstitutional restrictions upon the right of the private dealer to fix his own prices. . . ."

The decision upholds the contentions of the two corporations in every respect and furnishes added evidence that the Constitution does not grant the various States any great amount of leeway in the matter of price fixing or price regulation. Actually, there are very few products or services which may properly be defined as being "affected with a public interest." In fact, it might even be said that all products or services which do fall within this category are now regulated by most States and it is not likely that the list will be added to from among the present-day list of commodities or services.

Organize Kellogg Engraving Corporation

The Kellogg Engraving Corporation has been formed at New York with the following officers: President, Joseph S. Kellogg; vice-president, William W. MacDonald and treasurer, Walter Powell. All of these officers were formerly with the Walker Engraving Corporation, New York.

Appointed Publisher of "Power Boating"

The Penton Publishing Company, Cleveland, Ohio, has appointed Frederick V. Cole, general circulation manager of the Penton publications, as publisher of *Power Boating*.

Changes in Charles C. Green Agency

F. T. Bowers, who has been a vice-president of the Charles C. Green Advertising Agency, New York, for several years, has been made general manager and will direct the executive work of that agency.

Charles W. Curran, formerly with Henri, Hurst & McDonald, Inc., Chicago, and more recently with the Geyer Company, Dayton, Ohio, has joined the staff of the Charles C. Green agency as an account executive.

Mrs. Janet Price, recently with the Wylie B. Jones Advertising Agency, Binghamton, N. Y., has also joined the copy staff of the Charles C. Green agency.

D. J. Hinman, formerly space buyer of the Charles C. Green agency, who resigned about a year ago to go with the Graphic Arts Company, Hartford, Conn., has returned to the Green agency as director of its field laboratory.

Arthur Phillips has joined the staff as director of the radio program department.

Warner & Childs Company Merged with Robert Gair

The Warner & Childs Company, Inc., Medford, Mass., manufacturer of corrugated board products, has been merged with the Robert Gair Company, New York. R. M. Taylor, president of The Warner & Childs Company, Inc., will continue the management of that company in addition to assuming more extended activities with the Robert Gair organization. There will be no change in personnel as a result of the merger.

Czechoslovak Republic Honors Louis Wiley

The president of the Czechoslovak Republic, Dr. Thomas G. Marsaryk, has conferred upon Louis Wiley, business manager of the New York *Times*, the Chevalier's Cross of Czechoslovak Order of The White Lion. The award was made in appreciation of Mr. Wiley's services as a member of the Allied Relief Committee during the war period.

"Radio Broadcast" to Become Technical Trade Paper

Beginning with the February, 1929, number, *Radio Broadcast*, published by Doubleday, Doran and Company, Inc., will be issued as a technical trade paper for the radio industry. For the last seven years, this publication has been issued as a consumer publication.

Appoints Smith, Sturgis & Moore

The Amerop Travel Service, New York, a tourist service, has placed its advertising account with Smith, Sturgis & Moore, Inc., New York advertising agency.

4 out of 5 pages sterile . . .

Where, oh where is a real **IDEA?**

Look through any national magazine. Pretty advertising. Expensive art work. Nicely worded copy. Really fine presentation of what?

An *idea* backed by a modest sum can triumph over a million dollars spent without a *basic* appeal. You yourself can name several such instances after a minute's thought.

Your winning idea may be a new slant in merchandising—altering your package—slightly changing your product—finding a copy theme that will tug at heart strings and loosen purse strings.

We would like to find the idea to increase sales for any manufacturer spending \$50,000 or more in white space. We will investigate and present our findings to principals who mean business.

The LAWRENCE FERTIG COMPANY, Inc.

Advertising — Sales Promotion

150 MADISON AVENUE, NEW YORK



The Union Tobacco Company Discovers a New Cigarette Copy Angle

The illustrations are in all cases actual photographs showing the "nerve-strain" workers on the job, and in many cases with a Tareyton between the lips. The list of occupations so far revealed is an impressive one, and others are prom-

The Lillibridge Viewpoint

Number Twenty-three Issued from No. 8 West 40th St., New York

Broadcasting in the High Voice

ROBERT E. SHERWOOD, one-time circus clown, tells in his memoirs of a property man of diminutive size, possessed of a voice with about as much resonance as a piccolo. . . . He was often pressed into playing small parts, although he made no claim to being an actor. In a certain bill he was cast for a servant, with but one line to speak.

Thomas Keene was directing the rehearsal. Entering at his cue, the property man proclaimed in a thin piping voice: "Me Lord, the dinner waits."

Mr. Keene, who was possessed of a very sonorous voice, roared at him: "Is that the way you're going to speak that line tonight? "Speak it like this." Whereupon he roared it out in his best Macbethian voice.

"Well, Mr. Keene," replied the little fellow, "if I could speak it in a tone of voice like that, I wouldn't be playing small parts around here for six dollars a week."

"Is that all you get?" inquired Keene.

"Yes sir," said the property man.

"Then speak it as you damn please," returned Keene.

* * * *

We relate this story because we do not agree with it. Especially as applied to advertising. Entirely too many of the "small parts" in advertising are spoken in a six-dollar voice. . . . We believe if anything is worth saying at all it is worth saying as well as it can possibly be said.

PAGE TWO

THE LILLIBRIDGE VIEWPOINT

Faster Advertising

Speed!—you hear it talked of everywhere.
Speed is today's Great God.
Speed starts from *now*.

* * * *

One of the big theatrical producers told "Chic" Sale, erstwhile famous vaudeville actor, but now playing in *Gay Paree*, that he could always tell an old vaudeville actor the minute he came on the stage in any type of production, be it comedy, drama or tragedy.

"How?" asked Mr. Sale.

"Because," replied the producer, "he starts to dominate the situation the minute he steps on the stage. In his vaudeville days he had to make good in eight or ten minutes, and he couldn't afford to waste a single one of those precious minutes—not even the first one. So he had to learn how to grip the attention of his audience instantly, and that is an art he never loses."

There is too much of a tendency to dawdle in advertising; too much space is wasted in "warming up." The need in this age of speed is for advertisements that

—get off

—and get over!

The Public is Always Right

GOETHE is credited with a very wise observation: "The public is always wrong in detail, but never in the whole."

The reaction of the public to a business is not confined merely to its reaction to the advertising of that business. In a sense that is only a detail, and may attract, or indeed repel. What counts is the fundamental character of the service the business has to offer and the spirit in which it is rendered—including the advertising by means of which it is offered.

Product Study

ON occasion we have helped to re-design products and improve mechanical devices, with the result of adding considerably to their marketability.

Barking Dogs

THE Chinese have a proverb, "One dog barks at something; the rest bark at him."

One is reminded of this on occasion when studying the advertising of an industry. There is so much barking at the leader, instead of at the public.

What is needed today is more freshness of attack in advertising; not merely modern art and typography, but a more modern spirit of approach to the consumer. This we are striving for daily in our work for our clients.

A Continued Story

WHEN an important improvement is introduced into an industrial plant, it gives its user an advantage that is felt by competition, and those competitors who are not sound asleep are on their toes to make the same improvement in their plants and, if possible, go one better. Thus, American industry driven by competition and business acumen, has improved itself with astonishing rapidity.

The American home has lagged woefully behind industry. Inventors who brought out machines and new household devices were astonished to find practically no interest on the part of the housewife. She understood her job in terms of past experience and new devices were, in her mind, merely mechanical contraptions that she did not understand and therefore distrusted.

The experience of a now prominent manufacturer of vacuum cleaners is a fine example of the resistance offered by housewives to the introduction of labor reducing devices into the home.

This company began by establishing distribution through the usual retail channels and backed it with national advertising. It did not "go." The retailer did not sell enough cleaners.

The heads of the business soon realized that if they were going to make a success of their business they would have to take over the selling from the retailers and do it themselves, so they established a practice of furnishing salesmen on a straight commission, who would sell for

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

the retailers. This brought the manufacturer face to face with the consumer and started the development of a new method of selling.

How we assisted this company, now one of the largest and most successful in the field, to break down consumer resistance by means of an unique research and demonstration we will be glad to relate to the responsible executives of any company facing a similar problem.

Introducing Mr. Taylor

ALDRICH TAYLOR has become associated with us as a member of our executive staff.

Mr. Taylor comes to this organization from the Pacific Mills, where he has been the Manager of Sales Promotion, Advertising and Research, as well as Chairman of the Marketing Budget Committee.

No Man Sells Merchandise

THERE is tremendous significance to the business man, and particularly to the advertiser, in this simple statement from one of Emerson's *Journals*:

"If a man carefully examine his thoughts he will be surprised to find how much he lives in the future. His well being is always ahead."

It is this fact that makes markets and that opens up opportunities for new businesses and for the expansion of old businesses whose executives have overlooked this important fact about human nature.

Actually, we do not, any of us, sell merchandise; we sell Tomorrow's welfare and Tomorrow's pleasures.

8-1018

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET ▼ NEW YORK

Telephone Longacre 4000

Established in 1899

Making Industrial Advertising Interesting

Railway and Industrial Engineering Company Furnishes New Twist to an Old Story

By Harry Merrill Hitchcock

ONE of the toughest of the old stand-bys among industrial advertising problems is: "How can we find a new way of saying the same old things?" That is putting it roughly, but there is a real problem involved. Let us bring it down to the specific cases.

Take any one of a hundred industrial products which are or are becoming staples, or the next thing to it. Such articles as carbon brushes for electric motors and generators, copper wire, firebrick, standard steel structural shapes and even such relatively complicated machinery as electric motors and transformers, belong in the class under discussion.

The point is that in the case of each of these products, and of many more, the engineering situation is stabilized—for the present at least and has been for some years past. The basic principles of design of an alternating-current "squirrel-cage" motor, or of a transformer, have been thoroughly understood for years, and seem unlikely to be changed by any radically new invention or improvement. Specifications for the common industrial materials are equally well understood, and apparently present equally poor opportunities for springing big new surprises on the people who use them.

What, then, is the company which for years has been supplying one of these standard quantity-production articles to industry, to find to say in its advertising, except, over and over, in various forms of words: "We're still here and our stuff is still good?"

Make no mistake about it, this sort of thing constitutes a real challenge to the ingenuity and also to the enthusiasm of the industrial advertising man. But the manner in which that challenge has been triumphantly met by a great

many different companies has produced some of the finest and most interesting industrial advertising stories that have ever been written.

One of the best ways is, of course, to keep constantly on the watch for unusual, interesting and dramatic stories about the use of your product. This combines the testimonial type of advertising with the valuable ingredients of action and drama, in very effective fashion.

But it frequently happens that this sort of thing is financially out of the advertiser's reach. It is a splendid technique, but a relatively expensive one because of the time and effort involved in digging up effective stories, and a great many industrial advertisers—especially those in the very group about which we are talking—have to make a very little money go a long way. These staple and near-staple products have a way of getting themselves sold on mighty narrow profit margins.

Gets News Interest into Industrial Copy

One of the most ingenious solutions of this particular problem that I have come across in quite a while is offered by the Railway and Industrial Engineering Company, of Greensburg, Pa. This company manufactures electrical transmission, switching and distribution protection equipment.

Now products of this description are, broadly speaking, very much in this class of things about which it is getting harder and harder to find something new to say. There is still a great deal of high-class engineering research going on into problems of electric power distribution, particularly at high voltage; but a lot of it is pretty well worked out and standardized, and the striking new and

unique improvements are getting harder and harder to find. What is more, the Railway and Industrial Engineering Company is a fairly long-established company, well and favorably known to the electric light and power industry, and therefore having no "curiosity appeal."

And yet, in this kind of industrial advertising no less than in consumer advertising on staples known for forty years, you just must keep on plugging—it's the steady hammer, hammer, hammer on the old familiar points that wins the sales.

What did the Railway and Industrial Engineering Company do? It seized upon another performance that many people had thought was getting perfunctory, but that showed a lot of life and drama and git-up-an'-git last fall—the presidential election. Observing the pleasing fact that many people who had been bored to death with politics were able this time to get very much excited about it, the company decided to reduce the chances of their customers' getting bored with the familiar story of their equipment, by casting it in political form.

The first of these advertisements was published September 15, just when the political campaign was coming to a boil. Under the headline, "Our Hat's in the Ring, Too!" it presented, on double pages, two drawings of campaign banners, one headed "Our Platform," and the other "What We Offer." The "platform" presented the "R. & I. E." principles—"Careful Design . . . Reliability . . . Ruggedness . . . Quality Materials . . . Unexcelled Workmanship . . . Thorough Testing . . . Skilled Manufacture . . . Special Processes . . . Co-operation with Central Station Engineers . . . Satisfaction Guaranteed. . . ."

The other banner merely listed the "R. & I. E." line of products. Finally there was an offer of a "campaign souvenir"—a 36-page booklet and catalog. Nothing new in any of this, you observe, but it was a new way of telling an old story.

Since then the company has gone on into such variations on the

political theme as "The Humble Home—Always effective in political appeal"; "Political Bolts Signify Instability—the R. & I. E. Platform Calls for Permanency"; and it is now engaged in ringing the changes on political gossip regarding the selection of the new President's Cabinet, by presenting its own story as based upon proper filling of the Cabinet positions of "Management, Engineering, Sales, Production, Inspection."

It's wonderful sometimes what a little ingenuity will do to a seemingly stale old advertising story.

A Copy Writer Agrees with Mr. Appel

EDWARD B. SALINGER
WOODSIDE, L. I., N. Y.

Editor of PRINTERS' INK:

A glance thru the pages of the various mediums used as trade publications of Men's and Women's apparel manufacturers will sustain Mr. Appel's contentions, ["Is Clothing Advertising as Bad as Mr. Appel Thinks?" December 27 issue]. The quality of the advertisements employed there is decidedly inferior. Why? As a copy writer employed for the last eight years in preparing advertising for clothing advertisers, I feel that I have a closer-than-first-hand slant on the situation.

The first and fundamental reason for the poor quality of advertising—both direct-mail and publication—used by clothing manufacturers is the propensity of these manufacturers to write their own copy—or at best to mutilate the copy they employ some copy writer to prepare for them. Straightforward writing compels me to say that their educational backgrounds are not conducive to copy-writing—at present a highly specialized profession. All too few realize this, and those that do still have the my-problem-is-different complex compelling them to present their problems in what they think are the words and ideas of their retailers, rather than from an advertising point of view.

The second reason for the quality of advertising which Mr. Appel's accounts rightly consign to the waste basket, is the lack of vision—advertising and merchandising—of clothing manufacturers. They will not spend the extra dollars that allow an advertising man the chance to use a second color—a little better stock—or improve in other ways the appearance of their advertising message. It must be cheap—therefore it is usually awful.

This is not a blanket indictment of two large industries—but it does cover at least 85 per cent of the manufacturers of men's and women's clothing. Let the clothing men take a broader view of advertising—or let them take a good advertising man into their confidence. *Mr. Appel is right!*

EDWARD B. SALINGER.

Season of 1929

WORLD HERALD

*Started 1928 With an
Average Net Paid Circulation of*

120,300

WORLD HERALD
NET PAID CIRCULATION

Begins

1929

With an Average of

Over **130,000**

The Omaha World-Herald
Omaha's HOME Newspaper

National Representatives

O'MARA & ORMSBEE, Inc.

New York

Chicago

Detroit

San Francisco

Los Angeles

But What Constitutes Honesty?

HERBERT EVANS
ADVERTISING MATERIALS
PITTSBURGH, PA.

Editor of PRINTERS' INK:

Do you have on file any references that have been made in your magazine to the following subjects:

1. Percentage of honest population.
2. Sales are more easily made, and thereby increased, by letting the public handle the merchandise.

HERBERT EVANS.

UNFORTUNATELY, the subject of retail technique, of which the question of letting the public handle the merchandise forms a part, comes under consideration in *PRINTERS' INK* only indirectly. Our readers are interested all the time in the problems involved in working effectively and helpfully with the retailer, but we have found it will not do for us to undertake to cover the whole retail field to the prejudice of the service we try to give in our major province of merchandising and advertising.

When it comes to honesty, however, we are greatly and actively interested. We not only try manfully to practice it, but—as a list of articles which we have sent to Mr. Evans, and which is available to anyone else who wants it, will show—have done our best to talk helpfully and informingly about it.

The trouble we find with this question of honesty is a lack of definition. Statisticians agree that the overwhelming majority of people are honest; but none of them has, so far as we can discover, taken the trouble to specify *how* honest.

We are, for example, acquainted with a prominent advertiser (that is to say, the responsible executive of a company which is a prominent advertiser) who is a scrupulously, even meticulously honest person so far as postage stamps and even Government bonds are concerned. But his company purchases, and uses, testimonials from European royalty, Hollywood aristocracy, and anyone else in the public eye.

On the other hand, we are also acquainted with an advertising man whose vigorous insistence upon the utmost sincerity and honesty in all statements to the public has won him among his intimates the cognomen of "Honest John"—but it would be imprudent to leave tobacco in any form, let alone matches, unguarded for a moment in his vicinity.

Yet again, certain popular-priced restaurants have operated for years on the plan of permitting patrons to pay the cashier upon their own unsupported word as to the amount and cost of what they have eaten. Their losses due to dishonesty among patrons are almost infinitesimal. But among these very honest patrons have undoubtedly appeared, from time to time some of our ablest and most successful gangsters and "stick-up men."

The safest conclusion would appear to be that everybody is honest in his own way—but his way is often a rather peculiar one.—[Ed. *PRINTERS' INK*.

Theodore Watson with Emil Brisacher Agency

Theodore Watson has joined the San Francisco office of Emil Brisacher and Staff, advertising agency, as an account executive. During the last twelve years, he has been with the Honig-Cooper Company, Inc., the Johnston-Ayres Company, Inc., and The H. K. McCann Company. Mr. Watson succeeds A. McKie Donnan, who has become advertising manager of The Emporium, San Francisco department store.

Now with Jackson-Babbitt Company

Dean Babbitt, sales manager of the Safe-Cabinet division of the Remington Rand Business Service, Inc., has resigned to become a member of the Jackson-Babbitt Company, New York, which will act as negotiator in the purchase and consolidation of corporations, and also as business counselor and national distributor.

"The Home Economist" Changes Name

Effective with its January issue, the name of *The Home Economist*, New York, has been changed to *Practical Home Economics*. This change has been made in order to avoid confusion with the Economist group of textile papers.

The 1928 Lineage Score in Syracuse

During 1928 the Herald published over two million and a quarter more lines of net paid advertising than the second newspaper.

Advertisers of all kinds realize the tremendous influence of the Herald in the Syracuse territory.

*The leader in local
—and national
—and total.*

THE SYRACUSE HERALD

O'MARA & ORMSBEE, INC.

National Representatives

230 Madison Ave.
New York City

Peoples Gas Bldg.
Chicago, Ill.

General Motors Bldg.
Detroit, Mich.

Western Pacific Bldg.
Los Angeles, Calif.

Monadnock Bldg.,
San Francisco, Calif.



New

OUT across historic Union Square, past the new skyscraper homes of lower Fifth Avenue, the new Union Square building and the new Gas and Electric tower... on to the turrets of down-town Manhattan—the Municipal, Woolworth and Telephone buildings,

CHURCHILL =

50 UNION SQUARE

Member American Association

Outlooks!



Brooklyn's new skyline and the shining bay . . . sweeps the new year's outlook from Churchill-Hall's windows. Season by season this outlook shows the visual proofs of new achievements in the business world . . . symbolizing Churchill-Hall's own steady growth and advancement.

HALL, Inc.

H. B. Le Quatte,
President

NEW YORK CITY
of Advertising Agencies ~



Department Stores

*Know Where Results
Are Obtained!*

**3 Years' Leadership
In this Classification!**

There was a time when the department store owner "Guessed he'd put an ad in the paper." Today, he is a shrewd space buyer, who uses the yardstick of results as a guide for placing copy. The lead of the Peoria Journal over the second afternoon paper is all the more noteworthy when you know that he pays more for space in the Journal.

PEORIA JOURNAL-TRANSCRIPT

Peoria, Illinois

Member 100,000 Group of American Cities

Chas. H. Eddy Co.
National
Representatives

Chicago
New York
Boston



Largest Payrolls

In Peoria's History!

When Should Full Color Be Used in Advertising?

Artistic Results Do Not Depend on How Much Color Is Used but How Wisely It Is Employed

By W. Livingston Larned

WHEN the dummy of a pre-tentious booklet, made up of proof sheets, was placed before him for consideration, the directing head of a large institution deferred his decision for a week. He wished, he said, to think it over. He was not at all sure that the advertising department had produced the best possible piece of literature, considering what it was supposed to accomplish.

The dummy represented the work of months. There were thirty-six full-color process plates, occupying page space. These plates had been made from original water-color paintings by a celebrated illustrator who had visited over a dozen industries in a search for authentic detail. The plates and drawings represented a formidable expenditure alone. The book was intended to be the "show piece" of the year. The product advertised, incidentally, was an aluminum paint used by manufacturers in various interesting ways.

When the company officer came forth with his edict, it shocked his associates and threw the advertising department into a state of feverish consternation. The illustrations, as presented to him in proof form, must be scrapped. They were beautiful and they were colorful, but their very prodigality operated against them.

There was too much color. The product and arguments in its favor were too submerged. Then the executive proffered an alternative scheme of his own. The same original illustrations could be used, but with a wholly different color scheme. For the most part, each subject was to be printed in a rich, dark blue. And those details which were to show the aluminum paint in use would be printed in a luminous ink, approximating aluminum.

A trial plate was made and the result was not only highly artistic, but intensely and very obviously practical from an advertising point of view. The product loomed over and above all else. The blue key-plate set it off to splendid advantage. The entire book, in a pictorial sense, shimmered with the atmosphere of aluminum. Here was a new note with novelty features. Furthermore, the printing of a huge edition was far cheaper than if the job had been done in full color.

This story is related because it demonstrates to what an appreciable extent the modern advertiser is taking the time to scheme out scientific use of color. There is less of the haphazard. Color is used for definite reasons, closely affiliated with the product itself, and not as a rainbow luxury.

Don't Criticize Unless You Know

Of course, few advertisers have the necessary artistic sense or knowledge to do as this aluminum manufacturer did. The advertising department should be able to work such things out for itself or, better still, let experienced artists and layout men work on its color problems. Unless a company executive is well qualified to criticize, he should leave the art work to those who know. A hands-off policy usually results in better results. If agency, artists and advertising men can't be trusted, look around for better ones.

There are numerous mistaken ideas concerning the economic employment of color and these errors of judgment crop up continually in the experience of users of magazine campaigns. The old theory that "full color" will give greatly added prominence and character to an advertisement does not hold good in this age of color, with

so many advertisers employing it.

Campaigns which start out with full color very often get around to one or two extra colors. One spot of color will often do more for a composition, in an advertising sense, than an over-all use.

A campaign of twelve pages in full color was plotted out for one of the progressive candy manufacturers and the artist who painted the first three originals featured still-life studies of beautiful bowls of candy, or the candy in artistic boxes, against equally colorful background settings. This meant, of course, the over-all color composition.

In a search for other effects, this simple idea was tried out: From the proof of a full-color page, a glass bowl of candy was clipped and silhouetted neatly. Then its former color background was photographed in both black and sepia. Now the color candy was again placed in its original position.

Everyone agreed that this plan was far better than the original. Since the color, in all its variety and moods, was confined to the product, this portion of the composition took on a much more significant meaning. There was no other color to detract from it. The non-committal backgrounds of either black or brown held no color at all, and there was fitting contrast as a consequence.

The earlier attempts took color too far. The artistic was permitted to run away with the commercial needs of the illustrations. Since there was so much color in the accessories, the color in the candy lost much of its effectiveness and meaning. It is one thing to create a color illustration to please the artist and those who are looking for idealism in such canvases, and quite another thing to compose a picture which is intended to "sell goods."

A similar case is to be noted in a series for a shoe manufacturer. The initial eight pieces of copy were run in full color from photographically produced copy, featuring almost actual-size tan shoes, in still-life settings. Here, again, an over-all color scheme had

been decided upon by the advertiser.

In one of the publications to be used, full color could not be employed, so a set of two-color plates was ordered. The shoes were in tan and the background entirely in black and white. These plates, by the way, were made from the full-color original photographs by the filter process.

Now the shoes, the product, took first position. Their color, their detail, was emphasized to commercial advantage because of backgrounds which did not detract. With this lesson before them, so strikingly demonstrated, the officials ordered that the entire campaign be henceforth confined to two colors only. Too much color again.

Why Not Go All the Way?

Again and again one hears the same statement concerning color: "If we are to shoulder the greatly added expense of color, both in plate-making and in the cost of the space, why not make full use of it?"

That this type of argument is slowly but surely disappearing is evidenced by numerous campaigns in which color is used with scientific accuracy and wisdom. Many advertisements there are in which a second color takes up no more than a hundredth part of the entire area. And how it does "sing out" when this is done with any degree of art skill.

In the magazine advertisements for the Electrolux, a gas refrigerator, the scientifically marvelous results secured from a tiny blue gas flame from a single jet is the crux of the argument. Black and one color are employed in the illustrations, although the second color is used only in that two-inch high tongue of blue flame and in one word at the bottom of the page, "blue." As a natural consequence, the eye hurries to this portion of the page, and color becomes a very practical selling agency. It would have been easy to say: "Ah, but we have paid for a second color. Why not place a tint block of it behind our illustrations and drop in a color display line?" This would have reduced the illustrations and the advertisements to a

→ **AGAIN!** ←
DURING 1928
THE
DAYTON DAILY
NEWS

Led All
DAYTON NEWSPAPERS

in
LOCAL ADVERTISING
NATIONAL ADVERTISING
CLASSIFIED ADVERTISING

and
(quite naturally)
CIRCULATION

15,444,254 lines

total advertising, places the Dayton Daily News
among the ranking newspapers of the United States

THE
DAYTON DAILY
NEWS

I. A. Klein
50 East 42nd St.
New York

Member
News League
of Ohio

I. A. Klein
410 N. Michigan Ave.
Chicago

HUGHLETT HOLLYDAY, JR.—*National Advertising Manager*

Good Copy

can be built
so well
that the
500th piece
pulls harder
than the first.

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 MADISON AVE.
NEW YORK CITY**

more commonplace and far less effective standard.

A user of color in advertising has discovered a quite simple method whereby he himself can, in his own quiet way, experiment with its true possibilities. Before any plates are made, an illustration is reproduced in photograph form, actual size of the advertisement. Armed with at least a dozen black-and-white prints, and a booklet of Chinese aniline colors, he sets out to see how many combinations are possible. (By the by, these colors are very handy indeed for this purpose. They come impressed on thin sheets of paper. By wetting a brush and applying it to these surfaces the most brilliant tones are available. There are at least a dozen colors. One of their features is that, being aniline and not opaque, they can be washed over any subject, photographic or otherwise, without covering up any of the detail beneath.)

This advertiser tries out many color combinations before he decides the spirit of the illustration. Some of these roughly produced examples may have a mere touch of one color, while others are likely to use the entire area. Designs which were originally intended for full color may eventually be censored to black and white and one color, according to the results of these little experiments. It is by no means a bad idea.

Effects secured recently by means of color photography have taught advertisers that restraint is advisable. The gaudiest color scheme is not necessarily the one which attracts the most. It may even irritate the eye.

Almost any color expert will tell you that most advertisers demand too much color and too many colors. There is so much color used today that readers are often rested by a black-and-white composition, or by a color design which offers some distinct novelty—and there are many of these.

One scheme is to run a half-tone illustration, whether from camera original or from a painting, in one color of ink, say olive green or sepia or a very deep, rich

Salient Features of Altoona Zone Survey

The population of Altoona and suburbs has increased 19.1 per cent in past eight years.

Grand total payroll for industries and utilities is \$33,559,626 annually.

Average annual production of industries is \$72,886,608.

Recoverable coal reserves in six counties surrounding Altoona are 10,711,262,000 short tons.

Blair county value of products of the soil, other farm products and livestock for 1927 was \$4,834,067.

Wholesale trade territory of Altoona has population of more than 1,000,000 people.

Retail trading territory in boroughs and city has a population in excess of 250,000.

Bank resources of district are \$27,298,504; the deposits \$21,276,328.

Altoona has forty-six building and loan associations with total assets of \$19,336,115, showing increase of 95.4 per cent since 1922.

All of this territory can be covered with one newspaper.

The Altoona Mirror

ALTOONA, PA.

Business Direct

Fred G. Pearce, Advertising Mgr.

Country-town America the Incontestable Market of the Country Newspaper

IN behalf of the country newspapers of America, the American Press Association thanks those large daily newspapers and national magazines which, by their circulation gestures, acknowledge the importance of the rural market.

Incontestably, though, the rural market—part and parcel of the vast Country-town market—is the native territory of The Country Newspaper which, where the small town and farm folk are concerned, is inevitably the first and most productive medium in every advertising classification.

—6800 Country Newspapers are represented by—

AMERICAN PRESS ASSOCIATION

225 West 39th Street, New York

CHICAGO DETROIT KANSAS CITY BALTIMORE
122 So. Michigan Av. 2111 Woodward Av. Interstate Bldg. 535 Title Bldg.

red. Then other illustrative features in the composition, possibly of greater importance, such as the product itself, are handled in brilliant, contrasting full color. This relieves the all-over glare of the prodigal palette.

The question is often asked: "If only two colors are used, what two colors will supply the greatest variety and come nearest to suggesting full color plates?"

Most artists prefer green and vivid vermillion. The blending of these supplies an almost endless set of variations of tone. Orange and black are also popular. It is interesting to know that the first color motion pictures were no more than red and green, skilfully combined.

How Coca-Cola Uses Color

In many compositions it is expedient to hit upon one spot in a page and use full strength of one color here, keying all else outward from it. If you have studied Coca-Cola two-color advertisements, nearly always in green and red, you will have observed that the trade-mark sign, which is vermillion, is invariably the focal point. Every other color value tones down from this.

In an advertisement where there are from three to six separate pictures it is not advisable to run all of them in full color. Select the most important theme and the largest of this group and concentrate on your color at this point. The remaining pictures can be run in black, or in black with a quiet tint block. There is likely to be confusion when all are full color.

Now that there is such a great amount of color advertising, the wise advertiser seeks the unusual in color schemes. There are so many, many combinations of the obvious shades, such as black and red, black and orange, etc., that change from them brings needed relief. Of course, this must be determined to a considerable extent by any trade-mark color which it is arbitrary to employ. For there can be no more valid use of color than the intensifying of a trade-mark which is in itself in color.

There are subjects which cry for



**"A good
advertise-
ment of a
good pro-
duct will
always
pay in
Punch"**

THOMAS RUSSELL

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, E.C. 4, ENG.

Thompson asked the dealers how to sell the Golf Market . . . and more than 70% replied "advertise in GOLFDOM, The Business Journal of Golf."

This particular questionnaire concerned the Thompson Mfg. Co., sprinkler, but other surveys determining the most effective method of advertising to golf club presidents, greenkeepers, chairmen, professionals and house managers always give GOLFDOM the lead.

GOLFDOM completely covers the golf club buying power.

Ask us for specific facts and figures on what could be done for your account by GOLFDOM.

Golfdom

The Business Journal of Golf
236 N. Clark St., Chicago

Eastern:

ALBERT GAYLOR
20 Vesey St.
New York City

Western:

DWIGHT H. EARLY
100 N. LaSalle St.
Chicago

Pacific Coast:

HALLETT COLE
1459 N. Catalina Ave., Pasadena, Calif.

full color. Black and a second color are insufficient to produce satisfactory results. They merely go a part of the distance in supplying realism. This would be true of rugs, of wallpapers, of candy, of many foods. In such cases, keep to black and white if full color is beyond your appropriation.

Some of the outstandingly successful and artistic color campaigns of the last year have deliberately sought dainty, soft pastel shades, while others were going in for gaudy effects.

This proves much. It goes to show that in color advertising, as in black-and-white illustrations, contrast is the soul of the problem of character. Do what the majority is not doing. Use color as one of the tools of selling and not as a sop to a popular fad.

Bendix Organizes New Service Chain

The Bendix Corporation, Chicago, automobile accessories, is planning the formation of the Bendix Service Corporation, which will build a chain of service stations in larger cities throughout the country. These will serve surrounding territories and license service stations in smaller cities.

This new chain, in addition to its retail activities, will wholesale auto equipment to dealers. It will also act as official servicing headquarters for Bendix brakes throughout the United States.

Made General Manager, National Air Transport

Captain Lester D. Seymour, formerly chief engineer and assistant general manager of National Air Transport, Inc., Chicago, has been made general manager of that company. He succeeds Colonel Paul Henderson, who remains as active vice-president.

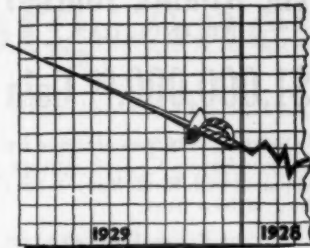
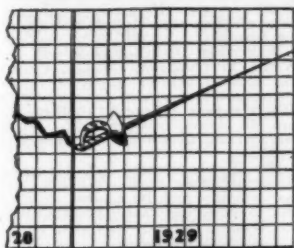
New Account for Critchfield Agency

The Strong Manufacturing Company, Sebring, Ohio, which is bringing out a new line of enamel ware, has appointed Critchfield & Company, Chicago advertising agency, to direct its advertising account.

Chicago "Tribune" Starts Two-Color Daily Advertising

Two-color advertising in its daily editions has been started by the Chicago Tribune. The first advertisement was that of a department store, the Davis Company.

The dual duel is on



... for the HONOR of first place!

The railroads and the central stations have had a tussle for first place in money spent each year for new construction.

Here's the score to date:

Year	Spent by Railroads	Spent by Central Stations
1926	\$885,086,000	\$772,515,000
1927	771,552,000	793,744,000
1928 (estimated)	650,000,000	800,000,000

Total	\$2,306,638,000	\$2,366,259,000
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But (see Electrical World's December 8th issue) one railroad alone in the next 10 years will spend 100 million dollars for electrification.

And up goes the railroad spending curve.

But the Vice-President of this road in his article in Electrical World, states why electricity for this electrification will be purchased from central stations along the 1,300 miles of track to be electrified.

And up goes the central station spending curve for new plant equipment.

And each curve takes on a dual nature in that the steam roads face electrical problems and electrical companies face steam problems.

The advertisers in Electrical World will share greatly in the rises of both spending curves because most of the railroad electrification and central station improvement money will be spent with them.

A. B. C.

Electrical World

A. B. P.

A McGraw-Hill Publication

Tenth Avenue at 36th St., New York, N. Y.

P. S. Electrical World's January 5th, 1929, Statistical Number is a gauge to developments in this 22 billion dollar industry.

The Atlanta Journal

ATLANTA, GA.

\$1,000,000.⁰⁰ Gain

In sales in 1928 was achieved by Davison-Paxon Co., of Atlanta, affiliated with R. H. Macy & Co., Inc., of New York.

Davison-Paxon Co. favored The Atlanta Journal with 53% of its newspaper advertising appropriation.

**Advertising in The
Journal Sells the Goods**

Our special way of combining typography and color illustration gives superb results on "antique" paper. *Medallion 4836*



CURRIER & HARFORD
LTD · 460 W. 34th STREET, N. Y.
SELECTIVE ADVERTISING

F. A. Ketcham Heads Graybar Electric Company

Frank A. Ketcham has been elected president of the Graybar Electric Company, New York, which, as previously reported, has been sold to the employees of the company. He succeeds Albert L. Salt, who has been elected chairman of the board.

Walter J. Drury, New York, and Walter P. Hoagland, Chicago, Eastern and Central district managers respectively, have been elected directors. Other officers include George E. Cullinan and Leo M. Dunn, vice-presidents; Elmer W. Shepard, treasurer; and Louis Fille, secretary.

Mr. Ketcham was made executive vice-president in 1926, when the Graybar company took its present name. It was formerly the supply department of the Western Electric Company.

New Accounts with Frank B. White Agency

The Brown Manufacturing Company, Zanesville, Ohio, farm machinery, and C. H. Weaver & Company, Chicago, commission merchants, have appointed the Frank B. White Company, Chicago advertising agency, to direct their advertising accounts.

The Cyclone Manufacturing Company, Urbana, Ind., poultry appliances, has also placed its advertising account with the Frank B. White agency.

DePuy to Publish "Mid-Western Banker"

Mortimer I. Stevens, for eighteen years president of the *Mid-Western Banker*, Milwaukee, has associated his publishing interests with the DePuy Publishing Company, Des Moines, publisher of banking and insurance magazines. Mr. Stevens becomes vice-president of the DePuy company and continues as president, editor and manager of the *Mid-Western Banker*.

Appoint Critchfield Agency

The Borin Manufacturing Company, Inc., Chicago, has appointed Critchfield & Company, advertising agency, Chicago, to direct its advertising account.

The Dr. C. H. Berry Company, Chicago, Kremola toilet preparations, has also appointed Critchfield & Company to direct its advertising account.

J. J. Nichols to Direct National Cellulose Sales

John J. Nichols, who has been with Strawbridge & Clothier, Philadelphia, for the last six years, has joined the National Cellulose Corporation, New York, as sales manager.

Joins Hicks Advertising Agency

Miss Janet G. Ross, formerly with the International Trade Papers, Inc., New York, has joined the Hicks Advertising Agency, of that city.

Its 51st Year was a big one!

During the 12 months of 1928 the AMERICAN EXPORTER, the world's largest export journal, published 3833 pages of net advertising, a gain over 1927 of 408 pages.

Here's how the volume of advertising in this publication has grown in recent years:

1924....	2291	pages
1925....	2812	"
1926....	3283	"
1927....	3425	"
1928....	3833	"

American exporting manufacturers are more and more using this outstanding medium, on the basis of actual test and experience, to take their sales stories to the receptive buyers abroad and extend their overseas sales.

The high regard manufacturers have for it is further demonstrated by the 515 pages of advertising in its January English, Spanish and Portuguese editions.

Let the AMERICAN EXPORTER organization cooperate with you also. A sample copy of the paper and full details regarding our service are yours for the asking.

Today it is serving almost three times as many exporting manufacturers in this country as any other export journal, and more than any three other export papers put together.

370 Seventh Avenue, New York

The world's largest export journal
**AMERICAN
EXPORTER**

Kramer-logues

there's no
static indirect
advertising...
each mes-
sage has the
air to itself.

Kramer Associates, Inc.

DIRECT ADVERTISING

Graybar Building

New York City

Lexington 7165

Here's an Advertising, Sales and Publicity Director

Almost 20 years' metropolitan experience and still only 36! Unusually broad training in Retail, Mail Order, Department Store and Agency Advertising, Merchandising and Selling. Dynamic, likeable personality; able diplomat; open-minded, broad-visioned, well-matured.

A writer, speaker, traveler, organizer and all-around business executive! Just resigned important position in one of America's largest chain stores, earning \$7,500. Write or wire Box S-260, Printers' Ink, Chicago Office.

Gannett Buys Brooklyn "Daily Eagle"

THE Brooklyn, N. Y., *Daily Eagle* has been purchased by Frank E. Gannett from those who have been in active charge of its management under Herbert F. Gunnison, president and publisher. Mr. Gunnison, who has been associated with the *Eagle* for forty-six years, will remain as chairman of the board of directors.

With this purchase, the list of Gannett newspapers is increased to sixteen, fourteen of which are published in New York State. The *Eagle*, according to a statement made by Mr. Gannett, will be published under the policy which has governed his purchase of other newspapers, under which policy the *Eagle* will continue to develop "according to its own history and traditions, its distinctive and individual character and service."

Harris M. Crist, managing editor for the last fifteen years, will retain that position. E. G. Martin, business manager, who had been with the *Eagle* thirty-five years, has resigned. Raymond M. Gunnison, vice-president, will later announce future plans after a holiday in the South.

The *Brooklyn Eagle* and *Kings County Democrat*, as the paper was first named, was started in 1841, being taken over the following year by Isaac Van Anden, who is credited as being the actual founder of the *Eagle* as an independent paper. Upon Van Anden's death in 1875, his nephew, Colonel William Hester, succeeded to the presidency, conducting a forceful management of the paper until 1921. William V. Hester, Colonel Hester's son, served as president until his death in 1924, when Herbert F. Gunnison, who had been with the *Eagle* since he first joined it as a reporter in 1882, succeeded to the presidency.

Walt Whitman, as editor, was one of a distinguished list of men who have been associated with the life of the *Eagle*, which included Thomas Kinsella and Andrew McLean.



35 Years of Printers' Ink at FRANK SEAMAN, INC.▲▲▲▲▲

When arrangements were made for the above photograph, four members of the Seaman staff were using the bound volumes. One can see the library slips in the volumes on the shelves. This file dates back to January 1911. A separate space in the Frank Seaman library has the volumes going back to July, 1893.

Because Printers' Ink is a useful every-day tool in the Seaman organization, bound files are carefully maintained.

For current use Frank Seaman, Inc., subscribes to ten copies of *Printers' Ink Weekly* and eight copies of *Printers' Ink Monthly*.

I'LL GIVE YOU BULLDOG COURAGE



DAVID V. BUSH

In 48 Hours

—OR NO COST!

Are you timid? Bashful? Self-conscious? Afraid of people? Give me 48 hours and I'll make you bristle with bulldog courage—or no cost!

THOUSANDS of men and women are being held back—made miserable—made unhappy. Why? Simply because of bashfulness—self-consciousness—fear of criticism—business worries.

Yet fear is **ABSOLUTELY UNNECESSARY**. I have discovered an amazing method which banishes fear forever! My method is perfectly simple—perfectly natural—perfectly logical. It works almost instantly. Try it.

ONLY 50 CENTS

Dr. Bush gives you his secrets of real, human courage in his book called "Spunk." It is one of the most startling books ever written. You can't read it without a quickening of your pulse—without a surge of red-blooded courage.

Write for this amazing book today. Send only 50c in full payment. If you are not delighted, return the book within 5 days and your money will be instantly refunded.

DAVID V. BUSH, Publisher

Dept. K-U1751, 225 No. Michigan Blvd., Chicago, Ill.

from the
idea to the
ideal printed
job that's
where we
start and
end!

LONGACRE
427 W. 42 ST.
NEW YORK **PRESS** INC.
ring..Med. 1953

Getting Plus Value from Your News- paper Advertising

(Continued from page 6)

He is urged to give the dealer as much personal service as is possible in working out a plan that will enable the dealer to get the best results from his allowance. We urge the publisher to get the dealer's order for a full month's schedule of advertising rather than to ask for one insertion at a time.

In cities where we have no dealers, publishers receive a letter from us requesting them to call on the best radio merchants in their communities and endeavor to interest those merchants in the Kellogg proposition. We invite those publishers to send us the names of the merchants whom they consider to be our best prospects. These names are handed to the salesmen covering the territories and are placed on our prospect list to receive our house organ and prospect follow-up letters.

In every case, the live newspaper publisher gives us the co-operation requested, and finds it profitable to do so. This really gives us an auxiliary sales staff; the arrangement is profitable to everyone concerned, and we can credit another "plus" to our advertising dollar.

In the metropolitan dailies carrying "background" advertising, we ask the advertising departments to co-operate by going after dealer tie-up space. These papers send out solicitors to call on franchised dealers, lists of whom are furnished to them by our distributors. These solicitors carry with them proofs of small tie-up advertisements which we have prepared. Dealers are urged to purchase this tie-up space to be paid for out of their regular advertising allowance. Sometimes the dealers use the tie-up advertisements we prepare and sometimes they prefer to use their own copy. Either way is satisfactory to us, although we prefer that they use our copy, which usually is much more attractive.

COPY

is what makes or breaks your advertising. It can thrill the reader with interest and inspire action, or mumble with indifference and kill half-awakened desires.

What to Say to Make Ads Pay

This is either cleverly suggested or forcefully outlined in a new book, "Texts and Topics for Advertisers," Men's Wear Edition. (Clothing, Furnishings, Hats and Shoes.) Teeming with prolific sales ideas, this book is a treasury of exhilarating selling topics interpreted by the brightest, keenest advertising brains of America, comprising over

Four Thousand

bright, brisk, brilliant, advertising themes, selling talks and sales topics, skillfully grouped in 32 departments, so carefully assembled, classified and indexed that each thought or idea is at your finger-tips.

This \$5.00 book should be within reach of every alert Clothier, Advertising Manager, Agency, Copy-writer, Student; in short, everyone who is interested in the production of spirited and resultful advertising publicity.

Yours for Free Examination

Descriptive circular with sample pages will be mailed to all who ask for it. A copy of the book will be sent postpaid for 5 days' FREE Examination to those who request it on their business stationery.

TEXTS AND TOPICS

1140 Pure Oil Building
Chicago, Ill.

RD

12 YEARS A FREE LANCE
DESIGNER

A BROAD EXPERIENCE
SERVING A VARIED AND
EXACTING CLIENTELE.
EVER READY FOR YOU
ALWAYS DEPENDABLE.

**RALPH E.
DEININGER**

344 W. 28 N.Y.C. LAC. 4740

RD

It is highly important for the manufacturer, who depends upon jobbers for distribution, to keep after the jobber and his sales organization if he is to secure satisfactory results. The manufacturer must consistently keep his proposition sold to the jobber's organization. In order to do this, we publish a weekly "Sales Facts Bulletin." This is simply a processed bulletin that goes to all the sales executives and the salesmen of each distributor. It incorporates timely suggestions and ideas that tend to keep our plans before our distributing forces. It is a message from headquarters that is looked forward to, and the advice it contains is followed quite consistently.

Jobbers Requested to Call Meetings of Dealers

In the radio business we have found that, at the start of each season, it is a good idea to request jobbers to call meetings of all dealers. At these meetings, the sales and advertising plans for the following season are discussed and the dealers sold on their value. We have used various methods to present our plans at these meetings, but we find that moving pictures, combined with charts shown on the screen, help to bring out more of the vital points of the message than any other method of presentation. You can talk to a group of dealers for hours, but they will not carry away as many of the vital points of your message as they will be able to retain if the message is given them visually. Although the film presentation of sales facts is more expensive, the expense, we feel, is entirely justified by the added results.

We make it our business to keep after the dealer regarding the advantages of making full use of his advertising allowance. This results in an increased use of our dealer help material, including mats and stereotypes. We find that most dealers prefer to use the complete mats which we supply them, rather than to prepare their own copy. Possibly this is due to the fact that, in preparing the

CHAIN STORE REVIEW

Vol. II

No. 1

Editorial Leadership

Chain store executives tell us, "Chain Store Review is without question the editorial leader of its field."

More than 90% of the executives and buyers of all chains in America read Chain Store Review every month. Guaranteed circulation is more than 30,000.



For further information and rates, write—

Chain Store Review, Inc.

"The authoritative business publication for
Chain Store Executives and Buyers"

1732 Graybar Bldg., New York City

—or—

929 Straus Bldg., Chicago, Ill.



GALLIA EST DIVISA IN PARTES TRES...



We cannot view the world as a single market for American merchandise because all the world is divided into many parts. Each part a country . . . each country built of economic trading areas . . . like those in our own United States of America.

¶ If we see the foreign market in this clear light, selling to each unit becomes less complex . . . the mystery vanishes from international trade. Then, if we merchandise our wares to each market with the same vigor and understanding employed by the native manufacturers with whom we must compete, it may be said that we are selling successfully abroad.

¶ Through the better part of a century Rudolf Mosse has dealt with the intricacies of international merchandising . . . has created advertising successes by treating each country as a single sales field. Today, the Mosse organization has forty-three completely staffed branches, placed with economic strategy throughout the world. Each branch is manned by native business executives, Mosse trained . . . guided by one high ideal.

¶ From Suite 3000 in the Graybar Building, New York City, Rudolf Mosse, Inc., can organize and direct, completely, the merchandising and advertising of American manufacturers in any or all world markets.



RUDOLF MOSSE

INTERNATIONAL
ADVERTISING

GRAYBAR BUILDING NEW YORK CITY

dealer tie-up advertisements, we remember that they are to be used by retail stores and we try to get a retail slant into the copy. As a result of this constant effort with dealers, we find that 33 per cent of all our dealers actually use advertising mats that we prepare for them.

But we don't stop after the mats have been sent to the dealer. We know that the dealer's intentions always are the best, and that when he orders a mat he really expects to use it. But we also know that the dealer has many things to occupy his time and that he doesn't always carry out his intentions. So we make doubly sure that our mats are not thrown away or are not allowed to lie around unused. We address a postal card to the publishers of all local newspapers every time a mat is sent to a dealer. This postal card reads as follows:

This week our dealer, whose name and address is shown below, ordered mats (electros) from us for advertising Kellogg Radio Sets.

Authorized Kellogg dealers receive an advertising allowance equal to a certain per cent of their wholesale purchases of Kellogg radios.

It will be to your advantage to see this dealer and sell him some space in your newspaper.

As soon as the card is received by the publisher, he usually gets one of his solicitors on the job, with the result that the mat is almost invariably turned over to the newspaper with instructions to make use of it. In this way, we cut down waste and again place the publisher on our sales force by giving him a suggestion that is a profitable one.

R. W. Bateman Joins "The Wisconsin Agriculturist"

Ralph W. Bateman, formerly on the sales staff of the Chicago office of the Standard Farm Papers, Inc., has joined the advertising staff of *The Wisconsin Agriculturist*, Racine, Wis.

Death of Bertram K. Hollister

Bertram K. Hollister, secretary of the Modern Hospital Publishing Company and secretary of The Nation's Schools Publishing Company, both at Chicago, died recently at that city. He was fifty-nine years of age.

there is a young man in an advertising agency who knows that he can sell advertising space for a very high grade publication and is itching for that knock of opportunity.

address* "M," Box 61,
Printers' Ink

"Better than Average"
in strict confidence

*full details

WANTED Line for Central Canada

Successful sales organization conducting \$500,000 annual business will consider a new line of potential sales value for the Ontario and Quebec markets. Sales offices now maintained in Toronto and Montreal.

Address "Z," Box 203
Printers' Ink

Build Your Own Mailing List

American Trade and Professional DIRECTORIES IN PRINT

Just issued, a careful compilation and analysis of 215 directories available (no city directories included) showing approximate number of names and addresses in selected lists, trades and professions covered, date of issue, price, publisher's address. A mine of valuable information for the builder of lists. Brought out in mimeographed form because of limited market. 20 sheets.

Sent special delivery first class mail upon receipt of price, \$5.

ROSCOE BRUMBAUGH
Compiler

Chatham New Jersey

How Good An Advertising Salesman Are You?

If you can sell advertising; know enough about the fur trade to talk its language, there is a chance for you right now to connect with the best known of all Fur Publications on a basis that will make you an active participant in the profits of an established business. A liberal starting salary will be paid to the man who can prove that he has the goods. Address, "W," Box 67, Printers' Ink.

Profit-Sharing Plan for Van Heusen Collar Dealers

The Phillips-Jones Corporation Has Announced a Profit-Sharing Plan for Its Retail Distributors Which It Is Hoped Will Help Squeeze More Profit Out of the Company's Advertising

TO the several nationally known organizations which have adopted profit-sharing plans for their retail dealers, there may now be added the Phillips-Jones Corporation. The plan developed by this organization was worked out, among other reasons, as a method of enabling Van Heusen to obtain greater benefit from its advertising appropriation by securing more effective co-operation at the point of sale.

The details of the plan are given in a circular which is now being mailed to the trade. From this circular the following information is taken:

"The following are the regulations of the Van Heusen Dealer's Profit Sharing Plan. The plan is based on Van Heusen purchases only.

"Plan 1. If your 1929 net purchases of Van Heusen Collars are 25 per cent more than your 1928 net purchases of Van Heusen Collars we will pay you in cash 10 per cent of such increase.

"Plan 2. If your 1929 purchases of Van Heusen Collars are more than 15 per cent but less than 25 per cent of your 1928 net Van Heusen purchases we will pay you in cash 7½ per cent of such increase.

"Plan 3. If your 1929 net purchases of Van Heusen Collars are 1 per cent or more but less than 15 per cent of your 1928 net Van Heusen purchases we will pay you in cash 5 per cent of such increase.

"The following example will indicate exactly how the plan operates:

Plan 1—Over 25 Per Cent Increase—
10 Per Cent Dividend
1928 Purchases 300 dozen

A Space Buyer's Guide for Syracuse N.Y.



CLASSIFIED ADVERTISING represents the personal advertising of the individual newspaper readers of a city. . . . It is the most reliable index to reader-power of a newspaper, because to maintain **Want-Ad Leadership** a newspaper **Must Produce Results** in **ALL** classifications from employment to houses and automobiles for sale!

1928 saw *THE POST-STANDARD* still farther "out in front" as the leading *WANT-AD* medium of Syracuse with a volume of over 1,900,000 lines—a gain over 1927 of 93,000 lines, and a lead over the next local newspaper of more than 100,000 lines!

[The figures quoted are even more impressive when it is taken into consideration that Post-Standard classified advertising rates are generally higher than the rates of other Syracuse newspapers and thousands of lines are excluded each year thru rigid censorship **]**

THE POST-STANDARD

1829—Serves Central New York—1929

PAUL BLOCK, INC.

—Representatives—

FIVE ADVERTISING SALESMEN

are sought as divisional distributors for an entirely new national outdoor advertising-merchandising service

A consolidation of working interests, soon to be announced, offers five men unusual opportunities to share in a brilliant future and in a field that has had extraordinary impetus during the past year—and is due to grow in 1929 as never before.

This consolidation will cover the national sales efforts of (1) a company now generally considered as the largest, as well as the leader, in the rendering of an individualized outdoor advertising service; strong financially, today serving several thousand dealers, department stores, banks and small manufacturers; it retains the big majority of clients year after year. And (2) a manufacturer of outdoor displays, signs and allied products; well-rated; for several years has been favorably known as a manufacturer of quality products; enjoys excellent business and serves some of the country's largest advertisers.

The consolidation will provide a proven service that will operate in five various directions:

- 1—Creating an increased consumer preference and acceptance for branded goods.
- 2—Securing more orders from present dealers or territories.
- 3—Securing new dealers in new territories.
- 4—Increasing volume of business from individual salesmen.
- 5—Securing these results at approximately one-half of what it now costs to attempt to cover the same field.

The men wanted, one in New York, one in Philadelphia, one in Cleveland, one in Pittsburgh and one in Detroit, must understand modern advertising and its relations to present-day merchandising. They must be well balanced, have strong personality, be good mixers but without grandstanding, and be capable of dealing with national advertisers on a business basis. *They must have records for individual sales work that indicates aggressiveness and sticking ability.*

Men are wanted who, after experience in developing accounts themselves, can then train others. Thus they will create their own selling organizations and own their own business in their own exclusive territories. No applicant can be considered unless we are convinced he can be earning at the rate of \$750 a month

net by the end of the fourth month—or unless we believe he can produce for himself at least \$15,000 to \$18,000 a year. Applicants must be financially able, and willing, to finance themselves and their families—for we seek business men who are salesmen and have proved it by their earnings and savings.

If you think you are one of the five men we are seeking write fully, outline your past experience and tell why you qualify. An interview will then be arranged in New York, Philadelphia, Cleveland, Pittsburgh or Detroit, as the case may be. Your letter will be treated in strictest confidence, so go into detail and give us a word picture of your ambitions as well as your abilities.

Opportunity!

PASCHALL, HARRIS & PASCHALL, INC.

Advertising Counsel

224 West Adams St.

Chicago



1929 Purchases	375 dozen
Increase	75 dozen
At \$2.50 per dozen net.	
Total Increase	\$187.50
Dividend at 10 per cent.....	18.75
Profit on your additional business at \$1.50 per dozen.....	112.50
Net gain to dealer.....	\$131.25

"The plan will give the dealer a minimum of 12½ cents per dozen additional profit and as much as 25 cents per dozen additional profit on any increased volume.

"Net purchases will be determined by subtracting all returns and figuring all purchases and returns at the net cost of \$2.50 per dozen assuming that the dealer will take his cash discount of 6 per cent.

"It is to be clearly understood that all dividends will be paid only on the increase of 1929 net purchases as compared to 1928 net purchases of Van Heusen Collars.

"In cases where accounts started in business during 1928 a monthly average will be taken, multiplied by twelve and the yearly basis thus arrived at.

"In the case of two or more customers who consolidated during 1928, the combined purchases before consolidation added to the consolidated concern's purchases will count in the year's total.

"If a store opens in 1929 a basic purchasing ability for the unit will be determined upon arbitrarily by a committee of Phillips-Jones Corp., and if that quota is exceeded this excess will be considered as an increase in business and dividends will be paid thereon.

"In the case of chain-store organizations the total purchases of all units during 1928 will be compared to the total purchases of the same number of units during 1929. All additional units opened during 1929 will be considered as new potential buyers of Van Heusen Collars and a quota will be arbitrarily assigned to these additional stores, which quota will be added to the actual net purchases of the number of units in operation during 1928 and the total compared to the total 1929 purchases.

"It should be kept in mind that orders received up to about De-

Wanted FIELD CIRCULATION DIRECTOR

We want a man who can take a sales plan and execute it; who knows the type of man to hire and when to fire, and who appreciates the value of demonstrating before a prospective salesman. The man for whom we are looking has had a successful experience as a field circulation director and has been all through the mill. Our publication has a specialized appeal to at least twenty groups of business and professional men.

Applicants are requested to write in confidence, giving their age, nationality, specific experience, and salary expectations. Make your letter as complete as possible regarding your experience and the publications whose sale by a field circulation force you have directed.

Address "L," Box 60,
Printers' Ink

Advertising Executive

Broadly experienced in both 4-A's Agency and Publishing Fields seeks affiliation as Account Executive, Planning, Promotional or investigating work in either of above fields. Record of achievements will bear fullest investigation. Address "Q," Box 64, Printers' Ink.

Trade Paper Manager Wanted—

One who can take complete charge, under my supervision, of a group of trade papers.

Apply by mail only; state age and salary wanted; give references and complete details of experience.

Address:

FRANK MEYERS

Meyers Publications, Inc.

461 Eighth Ave., New York

Western Magazine Representative Seeks New Connection

A man with a splendid record of accomplishment during the past 10 years is open for a connection that promises a real future.

Five years in present position as Western manager for a general magazine and, for five years prior to that, as advertising manager for another publication with national circulation.

Fifteen years' selling experience. His wide acquaintance among advertising managers and agency men, particularly in the Middle West, is an extremely valuable asset.

Unusual circumstances make a change desirable.

Address "A," Box 211,
Printers' Ink

ember 25th will be shipped before the end of the month. All orders received after that date will go into January purchases. Every effort, however, will be exerted to get all 1929 orders shipped before January 1, 1930.

"Inasmuch as this plan is in short a reward for dealer co-operation, we reserve the right to decide which accounts are not co-operating with us because of their attitude toward policies of the firm. It is to be clearly understood that the Phillips-Jones Corp. at all times reserves the right to make changes or additional regulations to facilitate the functioning of the plan or to withdraw the plan entirely at any time, without notice, or to make specific rulings as it sees fit.

"Dividends will be paid as shortly after our 1929 books are closed as possible."

Hartman Sales Increase

Net sales of The Hartman Corporation and subsidiaries for the quarter ending December 31, 1928, were \$4,636,157.25, compared with \$4,300,491.75 for the corresponding period in 1927, an increase of 7.8 per cent.

Net sales of this firm for the year 1928 were \$18,431,632.31, compared with \$17,676,534.79 for the year 1927, an increase of 4.2 per cent. Net sales for the month of December were the largest for any December in the company's history.

The Hartman Corporation is adding two more stores to its chain.

Investment Banker Plans Campaign

H. M. Bylesby and Company, Chicago, investment bankers, have appointed the McJunkin Advertising Company, of that city, to direct a special institutional investment campaign. Copy will appear in sixty metropolitan newspapers during the first six months of 1929.

Dates Set for Pennsylvania Publishers Meeting

Arrangements have been completed for the annual meeting of the Pennsylvania Newspaper Publishers Association, which will be held at Harrisburg, Pa., on June 25 and 26.

Joins Burnett-Kuhn Adver- tising Company

Milton Kirshbaum has joined the Burnett-Kuhn Advertising Company, Chicago. He will act in both copy and contact capacities.

"Word-of-Mouth" Advertising

The most powerful and influential medium of advertising, from its very beginnings, has been the "word-of-mouth."

Until lately its physical limitations in circulation and in time have forced the seekers of National repute and National sales to use other available media that blanketed the Nation with greater speed.

The same difference still exists in the intensity of impression between "voice-to-ear" and "printed-word-to-eye."

Today this intensity of impression is transmitted instantaneously by Radio Broadcast to listening audiences far exceeding in numbers the largest circulations available through other media at comparable costs.

Radio Advertising has already demonstrated some startling values, and greater proportionate returns await the application of sound advertising skill and strategy to this tremendous opportunity.

Relatively few National Advertisers have discovered the potentialities of skillful use of individual broadcasting stations. The pioneers will reap pioneering profits.

We are Eastern Representatives for a long list of important broadcast stations, covering the country from Coast to Coast, and from Canada to the Gulf of Mexico.

Our service to advertisers and recognized advertising agencies (to whom regular commissions are allowed) includes ideas and methods, when desired, for profitable use of these station facilities—also the convenience of negotiating and handling through one channel any combination of individual broadcast stations to meet any individual advertiser's needs and problems—*one order—one billing.*

Write, wire or 'phone for details on any specific problem.

SCOTT HOWE BOWEN, Inc.

The Radio National Advertising Bureau

522 Fifth Avenue Phone: Vanderbilt 1108

New York City

Radio alone voices your message in the home, giving wings and sound to words the eye might miss

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., Inc.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ARRLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUY COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

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Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic W. Read

London: Thomas Russell

NEW YORK, JANUARY 10, 1929

Emphasis on Consumption

Several things have happened recently to attract attention to a phase of continuing prosperity which is often overlooked. Henry Ford came out with his startling suggestion that people should spend more and save less. He pointed out that wanting more things, people work harder to get them, and so eventually arrive at a place where their increased efforts give them all they want to spend and more.

When machines became so numerous and so powerful that they produced more than the normal capacity to consume, then spenders became more important and valuable to the State than savers. Then money began to do far more good on the consumption end of the industrial cycle than on the production side.

Anyway, that is what many serious thinkers are saying and writing. Poor Richard's maxims are said to be as outworn and outmoded as the bustles, corsets, non-smoking debutantes and other phenomena of another era. Yet savings accounts are larger this year than ever before, so somebody must be saving in spite of all the new thought on the subject, or something new must have happened to individual production.

Another look at consumption came from William Green, president of the American Federation of Labor, appearing before the Senate Committee on Education and Labor last month. Too much emphasis still placed on factory production and not enough attention to consumption is a partial cause of unemployment and lost purchasing power, he told the Committee.

With all these straws in the wind—the great increase in the things people think they must have, the increase in savings in spite of it—and in spite of all the advertising which is still being criticized as uneconomic by some short-sighted economists, it does seem strange that the country continues to hold together.

Here is the spokesman for labor asking for more attention to consumption to keep the income of labor stable. Here are the best informed on farm problems urging co-operative marketing and more attention to consumption to do the same thing for farm income. And here also is the richest man in the world urging more spending, more consumption of goods.

It begins to look as if advertising is going to receive a unanimous vote as a force for sound social service.

Dumb Press Agents

Being of the opinion that, market-wise, the securities of public utilities have not kept pace with the securities of industrial organizations, caused a financial publication, called *Your Money*, to explore for reasons.

It arrived at the conclusion that the investing public is suspicious

of the very word "utilities." It is suspicious, it says, because of what has been disclosed concerning public utility press agency by the Federal Trade Commission in an investigation ordered by Congress. It is suspicious because certain of the utility companies have seen fit to block the further progress of this investigation in such a way that a long legal battle may be necessary before the investigation can continue.

One of the reasons given why the public utility business has aroused public suspicion, and the wording of that reason, interests us considerably:

They, (referring to the public utilities) are in the unhappy position of being included in what has become a by-word. They are "utilities," and that generic term, in the public mind, has seemingly come to connote an industry which was caught red handed in an effort to propagandize the public schools; which is fighting public investigation because, presumably, it has something to hide.

The basic fact that school propaganda was nothing more than the preposterous capers of certain dumb publicity counselors, and that the industry as a whole is not fighting reasonable investigations and has not anything to hide, does not, apparently, have much bearing upon the public's current viewpoint.

This statement puts into words a feeling which we believe big business men of the country have had on the press agent since the Federal Trade Commission became active in the public utility field.

The feeling is that the press agent is dumb and that his activities are basically unsound.

This public utility investigation, we believe, has proved that you cannot deal in safety with press agents. Press agency represents stolen property and because it is stolen property it cannot be controlled and must eventually recoil on the buyer of it.

Can Theory Bring Order Into Selling? The sales forecast, long considered in the same class with an astrologer's or a palmist's guess by business men who like to hear themselves called 'practical and hard headed, has attained considerable standing in the last few years.

While it may still be labeled

theoretical to a degree, it has evolved naturally from a close study of markets and more scientific methods of marketing.

If a salesman has estimated his prospective sales for the coming year and realizes that his estimate in units and dollars has become an integral part of the sales forecast of the company he represents, it is reasonably certain that he will think constantly in terms of his sales quota and will not be at peace until he has reached it. It develops a different attitude than was the case when a salesman sold what he could and where he could. When sales forecasting is closely tied to the determination and allocation of sales quotas, each sales zone subdivided into districts, when the salesmen are handed quotas which they feel are absolutely fair, and an adequate bonus if the quota is beaten, then real order is brought into selling, which it lacks under more casual methods.

Under a modern sales forecasting plan, a careful balance is maintained between sales and production. In some cases a special man is detailed for the task of determining the exact problems and figures of each and acting as a go-between. Such a man is sometimes out among retailers or consumers, at other times he is talking strictly on production problems, but he has in mind the facts he has discovered in the consuming end of the business.

Because the business is on a forecasting basis, he doesn't recommend that a salesman be dropped from the payroll if he is behind his quota on a certain item. He is much more likely to investigate in other territories to see if some change in public buying habits has not made that item a dead or dying one.

Many other courses of action which would have been called "nothing but theory" a few short years ago are being pursued by executives who have discovered that theory, properly used, brings greater order into selling and production.

Selling by theory which is constantly checked against facts has been proving more profitable than

"old-fashioned hard selling" which has a habit, unless some theory is used, of degenerating into dangerous and illogical frenzied selling.

The Other Fellow's Ox

The questions raised by the Capper-Kelly Bill to legalize price-maintenance contracts are extremely important to advertisers. Without doubt a strong case can be made out for the bill, or at least for the principle involved. But we find ourselves unable to reconcile the true case for the bill as we see it with the argument presented for it in *PRINTERS' INK* of January 3 by George I. Schreiber, executive secretary of the Associated Druggists of New Jersey. In fact, we would go so far as to say that Mr. Schreiber, without himself realizing it, made a very powerful case *against* the passage of the bill.

It is a common human failing to find difficulty in accepting as applicable to our own case the bitter economic medicine which we can clearly see is what the other fellow needs. So it came about that Mr. Schreiber, exclaiming "Why Not Use Teaspoons Instead of Steam Shovels?" (as his article was headed) effectively pointed out the fallacy of labor's opposition to modern large-unit production machinery; and in the next breath voiced precisely similar opposition, on identical grounds, to modern large-unit distribution machinery.

Proponents of the Capper-Kelly Bill who argue for the need of artificial protection for the "purchasing power of the small merchant" and advance the plea that it will add only a little to the cost of living of the general consuming public, it seems to us give away their own whole case. Such reasoning admits the whole contention of the price-cutting chain store—that it lowers the cost of living by its superior efficiency as a distribution machine, and that its spectacular apparent economies are real economies.

The small individual store has no more inherent right to survival as an economic factor than the chain store, the jobber, or any other device of human utility. On

one ground, and only one ground, can such legislation as the Capper-Kelly Bill be justified—that the method of distribution which it makes possible, or at least more secure, is actually superior in efficiency, and in ultimate economy to the purchasing public, to the methods which it would outlaw—that the apparent economies of the price-cutters are fictitious.

Victor Profits

An interesting sidelight on the two sorts of profits which are being made in this age of mergers is offered by a look at the recent Victor-Radio combination.

Eldridge R. Johnson started Victor in a tiny Camden machine shop with \$5,000 capital in 1901.

His experimental machine worked; he put up a three-story building which later burned down; he raised more money and started all over again.

He was a consistent and continual advertiser. He made the name Victor and its white dog trade-mark known in all parts of the world. He saw his company given a bad body blow when the radio first came in, but staged a sensational comeback in 1925 with the Orthophonic. Then he sold his controlling interest of 70 per cent of the stock to a group of bankers for \$28,175,000. That was two years ago.

He made \$28,000,000 in the twenty-five years he built up the business. On the market value of the stock on the day the merger was officially announced, his stock was worth \$86,914,396.

Thus the bankers who purchased his control two years ago made the tidy sum of \$58,739,396—or if it cannot truly be said that they made it all, the former president's stock would have been worth that much more had he held and the merger gone through on the same terms.

The public interest in the common stock of great industrial companies has certainly made some quick and handsome profits for the bankers who merge what others build over a long period of time.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap
and Glycerine Producers

National Bank of Commerce
in New York

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Allows Customers to Adjust Their Complaints

Good business principles dictate the practice of allowing customers to make their own adjustments of complaints, in the opinion of C. D. Garretson, president of the Electric Hose & Rubber Company, Wilmington, Del. The experience of his company in following out this policy was reviewed in a speech which he delivered before a recent meeting of the St. Louis Sales Managers Bureau.

"Because it is good business principle," said Mr. Garretson, "we allow our customers to make their own adjustments. We say, 'just treat us the way you would like to be treated if you were in our place.' I suppose some people are thinking, 'My, if I give Smith and Jones that chance, what would they do to me.' Well, the other fellow is just the same kind of fellow as you are, don't forget that."

The results of the adoption of this policy were described by Mr. Garretson as follows: "From the years 1920 to 1924, when we were playing the old 'poker game' we adjusted our own complaints. Our per cent of adjustment losses to our sales was from 66/100 to one per cent. In 1925, the first year we allowed our customers to adjust their own complaints, it dropped to 25/100 of one per cent; in 1926, it went to 38/100 of one per cent, in 1927 to 16/100, and as near as I can judge, for 1928, it will be about 20/100 of one per cent."

* * *

Buffalo Better Business Bureau Elects Directors

Alex F. Osborn, of Batten, Barton, Durstine & Osborn, Inc., has been elected a director of the Buffalo Better Business Bureau for a term of three years. Other new directors are as follows: Herbert E. Crouch, Robert W. H. Campbell, John N. Garver, Jr., Isaac C. Kantrowitz, George G. Kleindinst, Arthus P. Wesp and James E. Wilson.

* * *

Heads Direct-Mail Departmental of Baltimore Club

F. J. Sendelbach has been elected chairman of the direct-mail departmental of the Advertising Club of Baltimore, Md. Richard Freeman was made vice-chairman; Herbert Ogier, second vice-chairman and Vernon Helwig, secretary.

* * *

Heads Salt Lake City Advertising Committee

Russell Richards, manager of the Hyland Motor Company, Salt Lake City, Utah, has been appointed chairman of the advertising committee of the Salt Lake City Chamber of Commerce-Commercial Club.

Financial Avertisers Appoint Research Committee

The personnel of the investment research committee of the Financial Advertisers' Association has just been completed. George Dock, William R. Compton Company, New York, is chairman, and Horace Townner, of Lawrence Stern & Company, Chicago, vice-chairman. The committee will function through two separate meetings, one in the East and one in the West, covering the same subjects and reporting their findings to Mr. Dock.

The members of the Eastern Division, in addition to Mr. Dock, are: A. M. DeBebian, Equitable Trust Company, New York; E. Merrill Darling, Kidder, Peabody and Company, Boston; Henry G. Hodapp, National City Company, New York; Jackson Martin-dell, Stone, Webster & Blodgett, New York; Roland Palmedo, Lehman Brothers, New York; and Raymond Stanley, Old Colony Trust Company, Boston.

The Western Division, in addition to Mr. Townner, includes: Eugene B. Blythe, Blythe, Witter and Company, San Francisco; R. G. Fields, Caldwell & Company, Nashville, Tenn.; John J. Foley, A. C. Allyn and Company, Chicago; William H. Hodge, H. M. Bylesby and Company, Chicago; Paul Jenkins, Utility Securities Company, Chicago; Joseph Levin, A. G. Becker & Company, Chicago; Samuel Rice, Investment Bankers Association, Chicago; Ethel B. Scully, Morris F. Fox and Company, Milwaukee; John Watson Wilder, Thompson, Ross and Company, Chicago; and C. S. Yarnell, Lane, Piper & Jaffray, Inc., Minneapolis.

* * *

Banker Defines Advertising

Harry A. Wheeler, president of the Union Trust Company, of Chicago, speaking at last week's meeting of the Chicago Advertising Council on "What of 1929?" defined advertising as the laboratory of retail distribution. Independents, he said, who make proper use of this force, along with the other merchandising factors, have nothing to fear. The fatalities in their ranks that do occur and will continue to occur are in line with progress, he claimed.

That wholesalers today generally hold to the belief that the sales process does not end until merchandise is in the hands of the ultimate consumer, was cited by him as one of the signs indicating a sound 1929.

* * *

Portland Club Organizes Riding Club

The Advertising Club of Portland, Oreg., has formed a Boots and Saddle Club of twenty members, the purpose of which is to obtain exercise and relaxation by horseback riding. Weekly rides are planned by the club.

Elephant Hunting *in North America —*

THERE is no percentage in hunting elephants with shot-guns—their hides are too thick and they are too busy with the work of the world.

The "elephant" incomes of North America (some seventy-two odd thousand of incomes exceeding \$25,000 a year) can be reached by the advertiser most effectively through the high-powered selective circulation of **THE BARRON GROUP**—*The Wall Street Journal*, *Boston News Bureau* and *Barron's*, *The National Financial Weekly*.

This group of financial publications is read by people of great wealth and wide financial interests to whom the daily news and records of Wall Street transactions are of vital importance. This is the real moneyed class—the people with the greatest buying power—which you can reach by a circulation without waste.

A blanket rate covering all three papers of

THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application. Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts.

***The* BARRON GROUP**

The Wall Street Journal

Boston News Bureau

Barron's, The National Financial Weekly

The ★ ★ ★ NEW YEAR FORUM

*offers a fresh advertising medium in
appearance and spirit*

SUDDENLY the FORUM is a new book for the new year. It has a surprising new appearance. Long, wide pages—genial illustrations, warm and orange—thick texture paper—vigorous jet-black captions standing up sharp and clear. A thoroughly handsome magazine—all through.

The editorial contents are

the same as ever—present-day social problems treated with stimulating argument and humor. But note in the New Year FORUM an even greater challenge—with Irving Babbitt, Sidney Lenz, Walter B. Pitkin, Frank H. Simonds, André Maurois, D. H. Lawrence, Will Durant, Eight Mayors of America. . . .

At news-stands

40¢



Our Muddling World
Bulls—Irish, Spanish and Italian
by SALV

Then you come to this Spanish story . . . and, by the way to know what he was doing to them the Spanish Army was—particularly rich in Irish cuts over to all those was particularly heavy to England's chronic debt. The English government of the common sense word. Spain was only because the animals were made to

It's like a fresh advertising medium—this New Year FORUM—yet already with a net paid circulation of 100,000. New type also is 7x10 3/16. New rates are \$450 a page.

FORUM

Edited by HENRY GODDARD LEACH
441 Lexington Ave., New York

JANUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	152	101,983
Town & Country (2 issues).....	111	74,458
House & Garden.....	96	60,912
Country Life.....	82	55,210
Arts & Decoration.....	66	44,184
Forbes (2 Dec. issues)....	94	42,778
*World's Work.....	93	40,104
Nation's Business.....	93	39,803
Magazine of Wall Street (3 Dec. issues).....	86	37,037
*Review of Reviews.....	86	36,863
Vanity Fair.....	58	36,376
Popular Mechanics.....	160	35,840
House Beautiful.....	56	35,103
The Sportsman.....	47	29,616
Popular Science Monthly..	62	26,470
American Home.....	42	26,096
World Traveler.....	37	23,466
Physical Culture.....	52	22,125
Normal Instructor.....	32	21,532
International Studio.....	31	21,056
Magazine of Business.....	45	19,405
Harpers Magazine.....	84	18,844
Cosmopolitan.....	44	18,681
True Story.....	43	18,558
American.....	42	17,962
Science & Invention.....	36	15,795
Radio News.....	35	15,583
Atlantic Monthly.....	67	14,967
Better Homes & Gardens..	33	14,711
Country Club Magazine...	23	14,679
Photoplay.....	34	14,564
Psychology.....	34	14,524
*Golden Book.....	34	14,443
Red Book.....	33	14,205
Motion Picture Magazine..	33	13,982
*Forum.....	32	13,702
Theatre.....	21	13,430
True Detective Mysteries..	30	12,683
Scribner's.....	55	12,383
True Romances.....	27	11,742
Radio Broadcast.....	26	11,676
Field & Stream.....	26	11,297
Dream World.....	26	11,106
American Boy.....	16	10,985
American Motorist.....	25	10,430
Radio.....	24	10,410
American Golfer.....	17	10,387
Elks Magazine.....	22	10,032
True Confessions.....	23	9,867
Smart Set.....	21	9,112
American Legion Monthly..	20	8,645
Screenland.....	20	8,557
National Sportsman.....	19	8,308
Boys' Life.....	12	8,262

Chrysler Tells How He Did It

By B. C. Forbes

No other man has come so impressively to the front in the last three years. Sixteen years after his salary was \$6,000 it was over \$1,000,000. How did this man rise?

Mr. Chrysler's experience with Buick—Willys Overland—General Motors—the Fisher Brothers—Maxwell, and how the present Chrysler came to be—the plans of Chrysler Motor—and what Mr. Chrysler sees ahead—all form a vital fund of information useful to every man in industry. "Chrysler Tells How He Did It" is B. C. Forbes at his best.

Miracle America

BY BENJAMIN JAVITS

in collaboration with Charles W. Wood

This is a first of a number of challenging articles which will interpret the New Economic Order and the new attitude toward business which must follow.

John Moody

Sees Industrial Boom

The President of Moody's Investors Service sees America after credit deflation. Read what Mr. Moody says!

These three articles feature the January 1st issue. Reader Service like this has made FORBES an outstanding medium to reach American executives.

The booklet CO-ORDINATION OF INDUSTRY is available, free, to executives on request.

FORBES MAGAZINE

B. C. FORBES, Editor

WALTER DREY, Advtg. Director

120 Fifth Avenue New York

Member A. B. C.

How Will the Changing South Affect You?

How should your advertising schedules—media—copy—be readjusted to meet changes due to the “industrial and economic awakening” of the South?

With its augmented population, how are sales quotas to be rearranged—and where?

What of chains and independents?

In Atlanta (Southeastern headquarters) you can get first hand knowledge on these vital questions.

At the Atlanta Biltmore Hotel, your research trip will assume aspects of a vacation! Unusually spacious rooms; located in four-acre park, seven minutes from railroad stations; putting greens on grounds; golf for our guests; human interest service.

Come to Atlanta, or at least break your Southern trip with a few days stop-over.

All railroads allow 10 days stop-over in Atlanta.

Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

	Pages	Lines
Association Men	19	7,916
Motion Picture Classic....	18	7,806
American Mercury	34	7,712
Outdoor Life & Recreation	17	7,316
Youth's Companion	10	6,946
Secrets	16	6,891
Extension Magazine	10	6,639
Sunset	15	6,240
Asia	14	6,096
Film Fun	14	6,006
Newsstand Group	26	5,829
Hunting & Fishing.....	13	5,645
Scientific American	13	5,611
Open Road for Boys.....	13	5,610
The Rotarian	15	5,362
American Girl	12	5,357
National Republic.....	11	4,964
Forest & Stream.....	11	4,684
Picture Play	10	4,433
The Scholastic (2 Dec. issues)	9	3,908
Munsey Combination	16	3,584
Wide World	15	3,367
Nature Magazine	7	2,973
Current History	13	2,912
Bookman	12	2,755
Street & Smith Combination	10	2,268
Blue Book	7	1,568
Everybody's	7	1,545
St. Nicholas	4	1,502

*New Size

WOMEN'S MAGAZINES

Vogue (2 issues).....	149	93,608
Harper's Bazar.....	89	59,805
Ladies' Home Journal....	79	53,661
Good Housekeeping	94	40,290
Woman's Home Companion	40	27,188
McCall's	36	24,607
Pictorial Review	36	24,396
Delineator	30	20,371
Holland's	18	13,865
People's Popular Monthly.	18	12,326
Farmer's Wife	16	10,794
Modern Priscilla	15	10,285
Children, The Magazine for		
Parents	21	9,003
Household Magazine	12	8,769
Woman's World	12	8,065
Fashionable Dress	9	6,057
Child Life	13	5,752
Junior Home Magazine....	8	5,655
Needlecraft	7	5,011
People's Home Journal....	7	4,793
Messenger of Sacred Heart	11	2,528
John Martin's Book, The		
Child's Magazine	4	1,815

CANADIAN MAGAZINES

Can. Homes & Gar. (Dec.)	84	53,150
MacLean's (2 Dec. issues)	69	48,443

"We can trace considerable Business as a Direct Response"

"WE are pleased to confirm that our 1929 schedule for Chicago advertising includes 'The Chicagoan' for three-quarter page copy during the Spring and Autumn Months.

"The results from our recent advertising in your publication have been very satisfactory, in fact, we can trace considerable business as a direct response.

CARLIN COMFORTS, INC.

Walter H. May,
Vice-President "

The **CHICAGOAN**

"Chicago's Smart Magazine"

407 So. Dearborn St.

565 Fifth Ave.
New York City

CHICAGO

5617 Hollywood Blvd.
Los Angeles, Calif.

	Pages	Lines
West. Home Mo. (Dec.)..	54	39,000
Mayfair	59	37,161
Can. Home Journal (Dec.)	51	35,544
Rod & Gun in Canada....	13	5,618

DECEMBER WEEKLIES

December 1-7	Pages	Lines
Saturday Evening Post..	101	68,705
New Yorker	78	33,585
American Weekly	11	21,099
Liberty	27	17,191
Literary Digest	33	14,992
Collier's	22	14,713
Life	34	14,454
Time	31	13,286
The Nation	23	9,555

(Book Section Included)

Christian Herald	7	4,539
Judge	7	2,974
Churchman	7	2,811
Outlook	5	2,342
New Republic	3	1,323

December 8-14	Pages	Lines
Saturday Evening Post..	117	79,595
New Yorker	102	43,598
Liberty	40	25,464
American Weekly	9	16,575
Literary Digest	36	16,448
Time	37	15,802
Collier's	22	15,002
Life	19	7,964
New Republic	15	6,646

(Book Section Included)

Judge	11	4,607
The Nation	9	3,780
Outlook	8	3,735
Christian Herald	5	3,723
Churchman	8	3,203

December 15-21	Pages	Lines
Saturday Evening Post..	94	64,221
New Yorker	90	38,657
Liberty	33	21,113
Literary Digest	41	18,844
American Weekly	9	17,295
Collier's	23	15,696
Time	27	11,539
Life	9	3,820
The Nation	8	3,415
Outlook	8	3,308
Christian Herald	5	3,213
Judge	6	2,778
New Republic	5	2,105
Churchman	5	1,941

December 22-28	Pages	Lines
Saturday Evening Post.	41	27,934
New Yorker	37	15,999
Liberty	14	8,891
Collier's	9	6,095
Literary Digest	14	6,012
Time	13	5,388
American Weekly	2	4,426
Churchman	6	2,707
The Nation	6	2,520

	Pages	Lines
Christian Herald	3	2,358
Outlook	5	2,057
New Republic	4	1,797
Life	3	1,218
Judge	3	1,182

December 29-31	Pages	Lines
Saturday Evening Post.	41	27,575
New Yorker	30	12,788
Collier's	10	6,474
Literary Digest	14	6,454
Liberty	8	5,401
Time	11	4,747
American Weekly	2	4,090
Churchman	6	2,484
Christian Herald	3	1,777
Judge	3	1,228

Totals for December	Pages	Lines
Saturday Evening Post.	394	268,030
New Yorker	337	144,627
Liberty	122	78,060
American Weekly	33	63,485
Literary Digest	138	62,750
Collier's	86	57,980
Time	119	50,762
Life	65	27,456
The Nation	46	19,270
Christian Herald	23	15,610
Churchman	32	13,146
Judge	30	12,769
New Republic	27	11,871
Outlook	26	11,442

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. The Spur (2 issues)...	152	101,983
2. Vogue (2 issues)	149	93,608
3. Town & Country (2 is.)	111	74,458
4. House & Garden.....	96	60,912
5. Harper's Bazar	89	59,805
6. Country Life	82	55,210
7. Ladies' Home Journal.	79	53,661
8. Can. Ho. & Gar. (Dec.)	84	53,150
9. MacLean's (2 Dec. is.)	69	48,443
10. Arts & Decoration.....	66	44,184
11. Forbes (2 Dec. is.)...	94	42,778
12. Good Housekeeping...	94	40,290
13. World's Work	93	40,104
14. Nation's Business	93	39,803
15. West. Ho. Mo. (Dec.)..	54	39,000
16. Mayfair	59	37,161
17. Magazine of Wall St..	86	37,037
(3 Dec. issues)		
18. Review of Reviews....	86	36,863
19. Vanity Fair	58	36,376
20. Popular Mechanics	160	35,840
21. Can. Ho. Jour. (Dec.)..	51	35,544
22. House Beautiful	56	35,103
23. The Sportsman.....	47	29,616
24. Woman's Home Comp.	40	27,188
25. Popular Science Mo...	62	26,470

Here are the people who keep the world going



BACHELORS are all right—debutantes, too. But of what serious interest are they to those of us who keep the work-a-day world busy?

Hard-working fathers. Ambitious young mothers. They're the ones most manufacturers want to reach. *They're the ones Child Life reaches!* The real spenders—for shoes, clothes, food. A home, a car. No end of needs!

200,000 such families give Child Life an intensive reading every month. At 35c a copy, a price higher than average for a children's magazine.

But these 200,000 families have incomes well above the average. Intelligent, cultured, in every

sense they are among the better families in any community.

Worth reaching, this concentrated, well-defined market? More and more advertisers of successful products are *proving* that it is.

Wheatena, Fels-Naptha, Postum, for example, are advertised here regularly. Cream of Wheat, Horlick's Malted Milk, Quaker Oats, too. Keds, Jell-O, Binney & Smith, Royal Baking Powder. Santa Fe, Northern Pacific Railway, Add-a-pearl—and scores of others.

Why not have your agency give you the facts, complete? Or write direct—536 S. Clark Street, Chicago.

CHILD LIFE

RAND McNALLY & COMPANY

Publishers

FOUR-YEAR RECORD OF JANUARY ADVERTISING

	1929 Lines	1928 Lines	1927 Lines	1926 Lines	Total Lines
House & Garden.....	60,912	65,185	80,161	78,956	285,214
Town & Country (2 issues)...	74,458	63,620	69,968	68,621	276,667
Country Life.....	55,210	51,704	59,682	73,597	240,193
MacLean's (2 Dec. issues)...	48,443	51,317	50,116	56,003	205,879
Arts & Decoration.....	44,184	42,210	41,286	36,792	164,472
Vanity Fair.....	36,376	37,568	42,425	45,219	161,588
Popular Mechanics.....	35,840	36,512	36,372	36,652	145,376
Forbes (2 Dec. issues)....	42,778	32,661	36,091	33,006	144,536
House Beautiful.....	35,103	32,735	37,493	37,526	142,857
Nation's Business.....	*39,803	*29,828	32,139	24,762	126,532
Magazine of Business.....	19,405	24,845	32,001	40,495	116,746
American.....	17,962	21,452	31,063	32,935	103,412
Popular Science Monthly...	26,470	23,990	27,814	28,109	106,383
World's Work.....	*40,104	16,211	24,454	16,768	97,537
Review of Reviews.....	*36,863	15,855	21,758	21,105	95,581
Physical Culture.....	22,125	18,520	25,776	26,997	93,418
†American Home.....	26,096	19,028	22,286	21,224	88,634
Cosmopolitan.....	18,681	18,449	23,787	23,000	83,917
International Studio.....	21,056	19,833	19,430	18,463	78,782
Harpers Magazine.....	18,844	19,796	21,588	15,341	75,569
True Story.....	18,558	16,192	17,576	18,018	70,344
Red Book.....	14,205	16,438	19,194	17,817	67,654
Atlantic Monthly.....	14,967	15,671	18,300	16,011	64,949
Photoplay.....	14,564	13,388	15,111	17,486	60,549
Science & Invention.....	15,795	13,799	13,997	13,339	56,930
Better Homes & Gardens...	14,711	14,033	13,007	12,927	54,678
Motion Picture Magazine...	13,982	13,167	12,573	14,539	54,261
Scribner's.....	12,383	14,026	13,900	12,311	52,620
Field & Stream.....	11,297	10,674	14,249	14,729	50,949
Theatre.....	13,430	14,148	11,613	10,882	50,073
American Boy.....	10,985	9,947	13,090	13,770	47,792
Boys' Life.....	8,262	9,180	12,970	11,635	42,047
Sunset.....	6,240	7,346	11,523	15,827	40,936
Scientific American.....	*5,611	*8,379	10,838	12,484	37,312
Outdoor Life & Recreation...	7,316	8,103	8,489	9,126	33,034
National Sportsman.....	8,308	8,215	6,733	6,950	30,206
American Girl.....	5,357	4,595	5,704	4,678	20,334
Forest & Stream.....	4,684	3,954	3,558	3,532	15,728
Munsey Combination.....	3,584	3,510	3,954	3,188	14,236
St. Nicholas.....	*1,502	*2,469	*3,646	2,912	10,529
Everybody's.....	1,545	2,202	2,561	3,337	9,645
	927,999	850,755	968,276	971,069	3,718,099

*New Size.

†Formerly Garden & Home Builder.

WOMEN'S MAGAZINES

Vogue (2 issues).....	93,608	91,819	94,925	90,382	370,734
Harper's Bazar.....	59,805	61,915	61,863	57,750	241,333
Ladies' Home Journal.....	53,661	58,959	70,212	56,630	239,462
Good Housekeeping.....	40,290	31,850	39,246	33,077	144,463
Woman's Home Companion...	27,188	27,766	31,590	27,782	114,326
Pictorial Review.....	24,396	29,765	29,702	24,338	108,201
McCall's.....	24,607	25,416	22,946	14,717	87,686
Delineator.....	20,371	25,408	22,539	13,193	81,511
People's Popular Monthly...	12,326	11,937	11,677	11,800	47,740
Modern Priscilla.....	10,285	9,736	12,070	10,200	42,291
Woman's World.....	8,065	9,857	9,846	7,125	34,893
People's Home Journal....	4,793	5,291	7,729	8,468	26,281
Needlecraft.....	5,011	4,930	4,732	5,440	20,113
	384,406	394,649	419,077	360,902	1,559,034

WEEKLIES (5 December Issues)

Saturday Evening Post.....	268,030	270,746	\$263,900	\$289,488	1,092,164
New Yorker.....	144,627	125,369	\$103,244	\$127,259	400,499
Liberty.....	78,060	89,768	\$88,868	\$62,012	318,708
Literary Digest.....	62,750	57,613	\$62,011	\$64,279	246,653
Collier's.....	57,980	53,181	\$39,464	\$33,377	184,002
American Weekly.....	63,485	\$27,019	\$34,266	\$37,514	162,284
Time.....	50,762	\$27,920	\$25,100	\$25,934	129,716
Life.....	\$27,456	29,728	27,899	26,707	111,790
Christian Herald.....	15,610	16,254	\$18,510	\$17,513	67,887
Outlook.....	\$11,442	\$11,036	15,578	19,963	58,019
	780,202	708,634	678,840	604,046	2,771,722

‡Four Issues.

Grand Totals.....2,092,607 1,954,038 2,066,193 1,936,017 8,048,855

THE COST OF INFLUENCE

GENERAL MAGAZINES	Circulation	Total Mentions	Total 1st Preferences	Page Rate	Costs to Reach These Executives
National Geographic	1,183,856	166	23	\$2600	\$15.66
Literary Digest	1,533,504	162	39	4000	24.69
Saturday Evening Post	2,902,093	151	24	8000	52.98
Time	220,000	104	23	825	7.93
ATLANTIC MONTHLY	137,722	88	14	460	5.23****
World's Work	150,033	81	8	700	8.64
Collier's	1,643,017	63	4	5000	79.63

etc. (19 others)

BUSINESS PERIODICALS

Nation's Business	269,438	143	17	\$1200	\$8.39
Wall Street Journal	39,381	127	39	666	5.24
Forbes	65,080	63	9	500	7.93
Magazine of Business	196,508	62	3	1100	17.74

This analysis was made by the Paul Teas Company for its client the Austin Company (industrial builders); and studied the periodical reading habits of the chief executives in 804 great United States industrial corporations. The figures here are reprinted from a bulletin issued by TIME, the weekly news magazine. It confirms the findings of the investigations by the A. A. A., the R. O. Eastman Service and every other disinterested organization. The Atlantic reaches *INFLUENCE* at the lowest cost.

THE ATLANTIC MONTHLY COMPANY

NEW YORK

BOSTON

CHICAGO

LOS ANGELES

The Little Schoolmaster's Classroom

C. E. WITTMACK, sales manager of the Oshkosh Overall Company, tells the Schoolmaster that he is in thorough accord with the idea, frequently advanced in PRINTERS' INK, that chain-store success is based on efficient selling rather than on any fancied buying advantages.

"You see this," Mr. Wittmack says, "in the rigid discipline maintained in chain stores—even in the small ones. I was in a chain store not long ago conversing with the manager, when up came the assistant manager with this remark to his superior:

"John, I am going up to the stock room and will be back in about ten minutes."

"All right; go ahead," said the manager.

"You know very well what would have happened in an independent store of similar size. The assistant, a person of no small importance, would not have secured permission (for this is what it really was) to go to the stock room or anywhere else. Even if he had wanted to go out and shoot a little pool—which is a favorite amusement of many small-town salespeople during business hours—he would have gone 'on his own recognizance,' as the lawyers would put it.

"A chain store is all business during business hours—no playing around, no small talk, no 'conferences.' The independent store should be the same."

It certainly should, Mr. Wittmack.

The Schoolmaster believes that the average person is not industrious enough and does not regard his work with sufficient seriousness.

All work and no play may make a salesman dull, as it is reputed to have done with one Jack; but if this alleged principle would work conversely, there ought to be an extraordinary lot of bright people these days.

Long as the Schoolmaster has

been watching the advertising procession, he still finds no subject quite so fascinating as the question: What is advertising to be like in the future? Probably it will be distinctly unlike what he thinks it will, but every now and then something crops up in the run of the day's news that seems to have a prophetic flavor.

There is more than a hint at the tools advertisers will have at their disposal in the sweet bye-and-bye, for instance, in a description recently published by the General Electric Company of an invention by Professor Arthur C. Hardy of the Massachusetts Institute of Technology.

The new machine is known as a recording spectrophotometer. What it does is to make possible the exact control, transmission and reproduction of any color, tint, shade or combination of colors. And it does this, apparently (though the Schoolmaster is no scientist and cannot vouch for the accuracy of his impressions) by reducing each color impression to the terms of the basic combination of wave-lengths of light needed to produce it.

The machine, it appears, can either turn out a diagram which shows the precise combination of wave-lengths, and relative intensity of each, required to produce a given color effect, or it can transmit all these wave-lengths, by radio or wire, to any other place, and there instantaneously reproduce the original color scheme with far greater exactitude than any copyist could do.

* * *

It is suggested that this machine will lead to the adoption of a universal standard schedule of colors, numbered and identified by wave-lengths, to be used by all manufacturers of paints, inks, dyes and so on.

The Schoolmaster seems to see the art director of 1940 or thereabouts issuing instructions simultaneously, by radio, to the en-

Stamps

contribute nothing to advertising returns

THE stamp on your mailing piece is a ticket sold to transport your message. It costs money—especially when it is multiplied by thousands of units. This stamp money contributes nothing to advertising returns.

Anything that cuts your stamp bill will mean more dollars for printed pieces. Warren's Thintext does that—gives you the maximum in square inches of paper background with minimum weight and bulk.

Thintext is light. It has unusual strength—yet it is only $\frac{1}{3}$ as heavy as ordinary coated stock. Halftones and text gain new effectiveness and beauty on its smooth, velvety surface. Weight is banished, saving mailing costs . . . yet clean-cut, sharp reading qualities are preserved.

Thintext does not involve the difficulties sometimes encountered in printing and binding thin papers. Thintext takes color excellently, binds well, folds smoothly, lies flat, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

The whole story is in our booklet, "The Warren Standard." It shows you many samples of the fine results others have achieved with Thintext. It is an instruction book for your printer as well. Show it to him. It's free. Please send for it. S. D. Warren Company, 101 Milk St., Boston, Mass.

WARREN'S THINTEXT



\$50 A MONTH

Will be the total cost of sending a first-class house organ, edited by William Feather, to 250 selected customers and prospects. Get prices for larger quantities.

Write for Samples

The William Feather Company
607 Caxton Building: Cleveland, Ohio

LAYOUT

and decorative man handling a high type of magazine and direct advertising, is available.

Prolific worker, possessing unusual creative ability and a background of long and varied experience.

For interview, address "T,"
Box 66, Printers' Ink.

AN OLDER STUDENT

Real circulation success (\$5,000) with large publishing house, re-entrant of college to prepare for advertising, now editor of his college literary magazine, graduating February; 35; single; healthy; used to handling people; public speaking and writing; wants big advertising opportunity.

P.M., 67 Mill St., Orono, Maine

gravers on the new broadside which is to be published at the same moment in New York, Los Angeles, Sydney, Tokio, Canton, Bombay, Cape Town, Rome, Paris, London, Moscow and a few points in between:

"All color specifications International PXC-1932. Starts top left background: wave-lengths 7-11, 14-31 minus; $\frac{1}{2}$ value C-24. Shade off to BD-11." And so on. Then there will be confusion and dismay when the proofs come in and it will develop that the static transferred No. 7-11, lip-color, to the lady's nose. For what would an art director be without troubles, either now or in the millennium?

* * *

The Schoolmaster now knows what he has often suspected—that the advertising business lost an excellent idea and contact man when Mr. Mussolini of Italy decided to take up the more hazardous occupation of being *Il Duce*. Consider his latest idea. The new twenty lira piece, worth \$1, has on it the following inscription:

"Meglio vivere un giorno da leone, che cento anni da pecora." This, being translated, is: "It is better to live one day like a lion than 100 years like a sheep."

While it may be, as Arthur Brisbane comments, hard to make a sheep believe the truth of that saying, the Dictator of Italy has certainly taken an advertising attitude and seems to be making the attempt to sloganize a whole nation into positive action. An American advertising man has suggested that a better slogan for Mussolini would have been: "Use this coin as the first payment on something you want worth at least \$100. Then produce more to earn the other ninety-nine." But then, one cannot expect an Italian Dictator to be so American as all that.

* * *

Not to be outdone by Mussolini, the Cuban Government is also conducting an advertising campaign of its own, a unique direct-mail effort in this case. Recently the Schoolmaster and many of his friends received an engraved card from the Secretary for Agriculture, Com-

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each



ROSS-Gould Co. 244 N. 3rd St. St. Louis

SALESMANAGER

Grocery Specialties

SOUND young man to take charge of the sale of a nationally advertised line of grocery specialties sold to retailers through wagon jobbers. Must have experience as sales manager or assistant sales manager selling grocery specialties. Actual experience in wagon distribution is desirable.

Only a hustler need apply; one who is a good salesman himself and who can sell chain organizations. Must be able to hold, stimulate and increase our national force of wagon distributors. Must be able to build a strong sales force.

Position is with successful, old established and well-rated concern located in middle west. Remuneration on basis of salary plus share of profits. Splendid opportunity for man thoroughly experienced in grocery trade selling.

Communications should include an outline of experience and accomplishments, reference, age, and living salary necessary. Address "Y," Box 69, P. I.

Layout Artist

One of New York's leading department stores has an opening for a layout artist, or an artist who can be trained to make layouts, to become an important member of the advertising staff. Preference will be given to a young woman who can adapt herself readily to the speed of department store work. Apply by letter only.

Advertising Manager

Bloomingdale Bros., Inc.

59th Street and Lexington Ave.

New York City, N. Y.

merce and Labor of the Republic of Cuba, acting in this case as president of the National Tobacco Commission. He greeted his customers at the holiday season and cordially invited each one to consider the information "contained on the reverse of this card." The card was signed by the Secretary. When the recipient turned the card, he found a trade-marked label reproduced. Beneath it was this: "Every box of cigars shipped from Cuba bears a green label constituting an official guarantee of the Republic of Cuba of which the above is a reduced facsimile."

The Schoolmaster immediately examined the various boxes of "Havana Cigars" which had been sent him by friends and relatives and discovered one such sign.

The combination of teaser copy and the timeliness of the campaign makes one doff the hat in respect for the official who signed it.

Fred Carr has joined the promotion department of Stevens & Wallis, Inc., Salt Lake City, Utah, advertising agency. He will join the staff of the Ogden, Utah, office of this agency.

Wanted District Sales Manager

Must have at least five years outstandingly successful experience in management of salesmen—preferably in automotive field. Close acquaintance with automotive jobbers in one of following districts desirable:

1. Southeastern States
2. New England
3. Ohio

The advertiser's merchandise is well known and established in sections indicated. There is an exceptional future for those who can qualify.

In your first letter give age, full particulars of your experience and present salary. All applications confidential and no references will be approached until after personal interview.

Address "J," Box 209, Printers' Ink.

An Advertisement for A Sales Manager

[which, if signed, would probably
break some inquiry records]

THE COMPANY which seeks a leader for its force of salesmen is a manufacturer of household appliances, nationally distributed through hardware stores, furniture stores and public utilities on an exclusive agency basis.

The factory and executive offices are in a pleasant, thriving city of about 50,000, not far from the center of population of the United States.

Almost a century old, the company has just closed the biggest, most profitable year in its history.

For almost ten years the company has been a large user of magazine space. For the past few years, its annual advertising investment has been greater than that of all competitors combined.

THE MAN for this job must be an exceptional personal salesman—at least the equal of any of the men whom he will direct.

He must have the judgment necessary to *hire* good salesmen, the courage to *fire* poor ones, the ability—through the spoken as well as the written word—to *inspire* the mediocre. He must be able to command the respect of the grizzled veterans as well as the youngsters on the force.

Naturally, he must be a good merchandising man, a sound thinker as well as a doer.

He will step into a smooth-running organization, and will find the officers and other executives ready to work with him and aggressively receptive to his ideas.

Please write fully, outlining educational and business history. State age, present connection and present salary. Enclose photograph, if convenient. All applications will be considered strictly confidential, and all photographs and other enclosures will be returned. Address X, Box 21, c/o Printers' Ink Weekly.

Successful Solicitor Wants Reliable Publication

I am open to consider a proposition from a prominent American trade publication that covers North and Latin America and wants advertising from European concerns. Have been very successful in obtaining advertising in Europe for an American publication and now seek to extend my field in this direction. If you are interested, write, making a definite appointment for full discussion. Address

"O," Box 63, Printers' Ink

Consolidation

releases an excellent male telephone operator, who has our unqualified recommendation, for a position with another organization.

Only reason for release is that girls are so employed at our new location. Desires work in or near New York.

Address "R," Box 65,
Printers' Ink

Established Newspaper FOR SALE

German language newspaper in Eastern city. Established over half-century ago. Good circulation. Splendid volume of advertising, which is now greater than at any time before. A power in the community. Owner retiring from business. Address "N," Box 62, Printers' Ink.

EXPERT MULTIGRAPHER AND EXECUTIVE

Will take over or install complete multigraphing, addressing, imprinting, mailing department for large organization, publisher or advertising agency. Exceptional rates, piece or contract basis. Address "U," Box 68, Printers' Ink.

Sales Managers Discuss Mass Sales and Production

Mass production and its twin sister—mass distribution—were the subjects of discussion by the New York Sales Managers' Club at its recent meeting. The theme was outlined in an address by Edward Krehbiel, vice-president of The Gorham Company, who stated that the country is in for a continuation of the present buyers' market for the next ten years.

"The 'God of Volume,'" said Mr. Krehbiel, "soon becomes the 'Moloch of Price.'" We find by experience that there is such a thing as the law of diminishing returns. The cost of that last increment to volume has been so great as to wipe away a part of the profits enjoyed on the volume existing before the increase was made."

As a solution of the problem Mr. Krehbiel offered the following suggestions: "One of the surest ways out of the present dilemma is for business to insist on something else than price appeal," he said. "We have, for instance, exclusive styles, improved types, and there is also art-value or beauty, any or all of which can be added to many commodities which will warrant a re-pricing at a point where profits can be assured. Elements of value, other than price, calculated to instill desire in the prospective consumer, will assuredly afford a way out for business. Present-day merchandising requires the art of assigning a distinctive quality or value to commodities and soft-pedaling price, and we are faced with the necessity of doing this if we would insure the health of business."

The subject of the next meeting, on January 18, of the New York Sales Managers' Club will be "The Quantity Discount, Its Use and Its Misuse."

returning to England

After 3 yrs. American agency, trade paper and newspaper work. Englishman, 34, will act as London correspondent for American or Canadian trade papers. Also consider advtg. position in London office, American agency or advertiser. Now in Chicago. Sailing N. Y. Feb. 1. Write "V," Box 319, c/o Printers' Ink, 251 South LaSalle Street Chicago, Ill.

Pierce-Arrow Motor Car Co., Fred F. French Co., Cross & La Beaume, Inc., American Bond & Mortg. Co., and others, have used and complimented my work in Design, Architectural Illustration, Layout and Typography.

Available as Director or Artist,
all or part time. "B,"
Box 212, P. I.

"GIBBONS knows CANADA"

J. I. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Broadway Bldg. Thomas L. Briggs Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Unusual Opportunity—open to man or woman in advertising or circulation departments, for active interest in magazine, now on stands, of special appeal, in national field. Give full details. Box 803, Printers' Ink.

Publishers' Representative—located in Cleveland, covering Ohio, Michigan and Western Penn., can represent one more paper. Experienced in Farm or Trade paper field. Best of references. Box 827, Printers' Ink.

New York Representation—A-1 Agency man, Advertising and Sales Manager will serve out of town Agencies, Publishers, Business Concerns. Confidential investigations. Any service. Room 305, 95 Liberty St., New York City.

Publishers' Representative with office in Cleveland; covering Ohio, Eastern Michigan and Western Pennsylvania. Can handle one more high-grade publication. Experienced and with the best of references. Address: 124 Engineers Building, Cleveland, Ohio.

Advertising Representative wanted for Eastern States with office in New York City by publisher of class journals, publications well established in their respective fields, and favorable connection is open to right man. Present connection, experience, education and age should be included in application. Address Box 808, P. I.

CAPABLE, EXPERIENCED SPACE SALESMAN with New York office wishes to represent one or two more good trade or class publications.

CHARLES B. BLAUVELT
Room 1004

709 Sixth Avenue New York City
Phone: Pennsylvania 7604

FOR SALE—Goss Cover Press, with Cottrell flat delivery and elevating table. Will print three colors on one side and one on the other side, or two colors on each side from a 46" roll. Prints 6 up on one sheet 42"x46". Press is in excellent condition and will produce good quality printing. The Capper Publications, Topeka, Kansas.

Can You Sell A Syndicated Service?

Most uncommon monthly advertising service for retail clothiers. Man or organization wanted to sell it. Producers only. Answer in detail. Box 811, Printers' Ink.

AN ALERT SALESMAN WITH A WIDE ACQUAINTANCE

wants to represent exclusively in Cleveland and Northern Ohio an advertising house or houses manufacturing a line of novelties that are different, announcements, direct mail, leather goods, engraving, calendars, etc.

Replies requested immediately.
Box 837, Printers' Ink.

HELP WANTED

Bookkeeper-Stenographer—for advertising agency; similar experience essential; good opportunity. Write fully, stating experience, salary etc. Box 1002, 286 Fifth Avenue, New York City.

Financial Advertising Agency

wants experienced financial copywriter. State age, experience and salary. Address reply to Box 834, Printers' Ink.

Syndicate Ad Service and Newspaper Cut Salesmen! We offer an unusually profitable connection selling six superior lines, part or full time. Experienced men address Charles Advertising Service, 543 Douglas Bldg., Los Angeles.

ASSOCIATE EDITOR for trade publication; good reporter and news-gatherer; excellent opportunity for man experienced in making contacts with the trade. Please write full details, including salary. Box 818, Printers' Ink.

Experienced and able young man or woman to represent young, but fast-growing, sectional magazine in New Jersey, full or part time. Capable person will earn good income on liberal commission basis. Write in detail. Box 813, P. I.

A Large Complete Book Manufacturing Plant in the Metropolitan Area

wants a man with real sales ability to solicit bookbinding from printers. Knowledge of binding is not necessary, but personal acquaintance with some of the large printing houses is essential. Salary plus commission. Box 823, P. I.

For Small Advertising Agency—Young woman capable of assuming full responsibility in making of schedules, space estimates, billing, orders, checking. Accurate typist with some knowledge of stenography. Real opportunity in a pleasant place for one experienced and interested in advertising. College graduate preferred. State age, religion, experience, salary. Box 833, Printers' Ink.

Wanted, by a Public Utility Company, an experienced advertising man to plan and direct sales campaigns. One with advertising agency experience preferred. Good opportunity for advancement. References required. Box 805, Printers' Ink.

An old-established publishing firm will employ two men with sales ability to interview patrons and present the portrait feature of a nationally known biographical cyclopedia. Apply by letter only to John C. South, 70 Fifth Ave., N. Y. C.

PRODUCTION—Young man to take complete charge of production, purchase of engravings, art work, typography, electro-types, etc. Must understand bookkeeping and accounting and take care of all billing to clients. A man with experience will secure a good opportunity with a growing, fully recognized agency in New York. State full particulars in letter, including salary expected. Box 817, P. I.

FIGURE ARTIST WANTED

by advertising department of large New York corporation, must be thoroughly grounded man; intimate with color as well as pen and ink; able to work fast. **DON'T APPLY UNLESS YOU CAN REALLY DRAW.**

State experience, salary, etc. Write Box H.N., Room 1201, 220 W. 42nd St., New York City.

ADVERTISING MAN

Wanted: Thoroughly experienced advertising man, familiar with write-ups, catalog work, circular letters, aids to salesmen, and follow-up and mailing campaigns. An excellent vacancy exists in an old-established manufacturing company of twenty years' standing, located about 200 miles out of New York City, and engaged in manufacture of metal specialties for the railroads and industrial field. Preferably a man who has had some mechanical and practical sales work. Write, giving fullest particulars, age, experience and salary expected. Box 815, Printers' Ink.

He Must Know His Groceries

A general manager who can name his own salary if he's the right man is wanted for a flourishing Middle-Western Chain grocery system. Present gross annual business amounts to several million dollars. Only an experienced grocery executive thoroughly qualified to take over the active management of a growing chain system will be considered. Applicants will please give experience and references. Address Box 829, care of Printers' Ink.

YOUNG MAN, for trade paper, publishing house. Assistant production manager, take full charge of cuts, ad layouts, editorial production, contacts with printer, stay at printshop at press-time. Write full details, including salary. Box 838, P. I.

EDITORIAL HELP WANTED

By leading association monthly (Chicago), young man experienced in layout, pictorial work, captions and literary editing. Good prospects. State age and salary expected. **THE ROTARIAN**, 211 West Wacker Drive, Chicago.

SALES PROMOTION AND PUBLICITY

MAN WANTED—Between 32 and 40 years of age; married man preferred; must have had copy and layout experience and be equipped with a good supply of imagination; must be able to interpret market analysis and selling points into visual material.

Necessarily, he must have the ability to work with others and a desire for a future that is limited only by his own ability. The work is in connection with one of the large magazine publishing houses in the United States.

Direct-mail advertising and agency experience would be valuable assets to any applicant.

Salary will be in proportion to and limited only by what he has to offer.

All replies will be kept confidential. Box 819, Printers' Ink.

NEWSPAPER PROMOTION MAN WANTED

The man we want knows newspaper promotion and service work thoroughly. He is a self-starter; he will develop and execute ideas with a minimum of supervision; he is fast and accurate; he knows how to make type, layout and copy sweat; if he has had selling experience, preferably in the retail field, he will be especially desirable. The position waiting for this man carries no title, but does offer permanent, pleasant, profitable work amid congenial surroundings with one of the largest and finest newspaper organizations in the Southwest, located in a live town of 175,000. If he is competent, he will find plenty of room to grow with this rapidly expanding organization. He will be given every cooperation, and an art and engraving department will help him do his best work. His letter of application should give a complete history of his business life for at least the past five years, his age, whether married, his salary requirements, and two or more references with whom we may communicate at once. He won't be afraid of a long letter, but will give us every essential fact, and enclose a photograph of himself. Samples of his work should include not more than six or eight pieces each of promotion advertisements published in newspapers and trade papers, direct-by-mail promotion pieces, and retail advertisements he has prepared. These samples will be cared for very, very carefully and promptly returned. If you think you are this man and can keep pace with a high-gear organization in a fast-moving town, communicate at once, in confidence, with Promotion Manager, Box 806, P. I.

POSITIONS WANTED

ARTIST—First-class commercial expert letterer; 20 years' experience, including agency. Free-lance or salary. William Bernhard, 171 Madison Ave., New York; Ashland 6170.

ADVERTISING MANAGER—Mechanical Engineer. Five years advertising manager; ten years agency copy and contact man. Six thousand dollars. Box 821, Printers' Ink.

ACCOUNTANT—C.P.A. would like to add two or three more advertising agencies to his clientele. Monthly Audits, Association Reports and Tax Returns. Box 816, Printers' Ink.

COPY WRITER

Young woman, experienced in fashions, mail order and department store, desires a position with a progressive agency. Box 812, Printers' Ink.

AVAILABLE IMMEDIATELY

University graduate, four years' advertising and market research experience wants position with future. References provided on request. Box 830, P. I.

CREATIVE ARTIST

desires new connection. Competent and experienced with originality in Layouts, Figure Work and Illustrations. All mediums. Box 823, Printers' Ink.

Artist--Lettering, Layout and Figures desires position on free lance basis.

Box 820, Printers' Ink

Creative Ability Available—Artist now employed desires connection as lithographic artist. Age 33, academy trained, ten years' practical art experience, talented colorist. Lithographic experience. Box 825, Printers' Ink.

Advertising Man—7 years with two large, successful manufacturers, whose sales increased yearly, as assistant and as advertising manager, seeks new connection. University man, thirty. Box 832, Printers' Ink.

Young man, 22, wants position where 5 years' experience in printing and advertising can be utilized. Practical knowledge of copy writing, layout, art work, engraving, paper, printing, estimating. College training. Moderate salary. Box 814, P. I.

Copy Writer and Executive—Five years' agency experience. Clear knowledge merchandising, production, space buying. Written on many and varied accounts. University trained young woman. Twenty-eight. Pleasing personality. Valuable for small or medium sized agency or advertiser. New York connection desired. Salary \$50.00. Box 826, P. I.

ARTIST—ART DIRECTOR

Capable of creating

IDEAS

in all phases of advertising and developing

FINISHED ILLUSTRATIONS

in all media. Knows contact—copy—production. Available part or full time. Box 835, Printers' Ink.

ADVERTISING MANAGER

Mid-West daily desires connections on West Coast. Address Box 839, Printers' Ink.

I WANT A TOUGH JOB in the advertising or publishing field requiring a capable and dependable man.

I am 24, now employed, have had over 6 years' experience and like hard work. Box 824, Printers' Ink.

Middle-age man, desiring to reside in or near Washington, D. C., thoroughly experienced in Sheet Steel and Sheet Steel Products, would like to get in touch with a manufacturer or dealer with view to representing him either in charge of a branch or in sales capacity only. Box 807, Printers' Ink.

AN OPPORTUNITY TO OPEN OR MANAGE BRANCH SALES OFFICE IN ROCHESTER, NEW YORK.

Six years' experience with mechanical products in selling, sales correspondence and sales management. University and special training advertising and selling methods. Initiative and creative ability. Age 25, married, family. Available 30 to 60 days. Salary and commission desired. Box 809, P. I.

YOUNG ADVERTISING MANAGER AND VISUALIZER

Seven years executive positions of responsibility. Accustomed to supervising employees. Experienced in general campaigns, layouts, copy, contacts and production. Three years advertising agency manager. Available immediately, agency or industrial firm. Box 836, P. I.

In Cleveland, Ohio or Vicinity

First class commercial artist wants free lance or part time work. Designing, lettering, air brush photo retouching. Good figure work. Thoroughly experienced in all mediums. Quick, creative and modern. Two dollars per hour, part time work or Two fifty per hour free lance. Box 831, Printers' Ink.

WHO CAN USE THIS PRODUCTION MAN EVENINGS?

Ambitious young advertising production man, employed in New York City during the DAY, desires similar work EVENINGS. He is familiar with general agency procedure, layouts, type, engravings, etc., and could render valuable assistance to a busy advertising man or department. What have you to offer? Please write Box 810, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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Bringing the New Roof Right Into the Living Room

It has been a hard job for any salesman to take a big idea into the home or office and make the other fellow see it his way.

Outstanding sales organizations are finding that the Jam Handy Pocket Explainer with the right kind of pictures—lighted still pictures that change—make it easy to take your ideas into the homes of prospects and present them clearly with every sales point covered.

Salesmen welcome this help. Sales executives find it gives control of every interview and lands orders.

This method of selling was originated by Jam Handy Picture Service, an organization with a national set-up for handling all the steps necessary to put your ideas across plainly.

We'd like to show you all about it.

Jam Handy Picture Service

Newspapers' Film Corp'n
6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides
New York, 420 Lexington Avenue—Dayton, 557 Reibold Bldg.—
Detroit, General Motors Building—Regional Sales and
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DECEMBER WAS A RECORD BREAKER!

IN the month just ended, the Chicago Tribune published 8,835 columns of advertising—the largest December in Tribune history, and of course the largest December volume ever carried by any Chicago newspaper!

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